

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXVI, No. 4 NEW YORK, JULY 22, 1926

10c A COPY



Making school advertising pay

THE audience to be reached by school advertising is highly restricted. It is limited to a reading public with children to educate and with the means to send them to private schools. When the time comes for children to go away to school, the first question which parents usually ask is, "Where shall we look for reliable and adequate information?"

Experience has proved that the strength of school advertising lies in the directory plan—the grouping together of school advertisements where the advantages of each school can be compared at close range.

N. W. Ayer & Son for thirty-five years have been champions of the directory idea. That this method is successful is attested by the fact that more than four hundred schools and camps endorse this policy by placing their advertisements in our care.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





"What beauty!" . . . and then . . . "What weight!" So said the text in an advertisement of the Fontaine pattern in International Sterling.

"What beauty!" . . . and then . . . "What weight!" So says the illustration of the advertisement, reproduced above.

Here is a noteworthy example of the Interrupting Idea principle at work in a visual presentation of merchandise. It is typical of a series prepared for the International Silver Company by the Federal Advertising Agency, Inc., of 6 East 39th Street, New York.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXVI

NEW YORK, JULY 22, 1926

No. 4

How We Found and Marketed Off-Season Products

Careful Research and Advertising Have Helped Stabilize Our Business

By Thomas J. Grace

Sales Manager, Gorton-Pew Fisheries Company Ltd.

STABILIZATION is a new and popular word in industry. It is even more popular than simplification was a few years ago.

Writers of books on the subject have suggested three logical ways of meeting the problem of seasonal production and sales. The ones most generally recommended are as follows:

1. Endeavoring to stretch out the big buying season over an increasing number of months in the year by advertising and more ingenious sales methods.

2. The introduction of supplementary lines which will meet the off-season needs of the company's customers.

3. Manufacturing for stock in slack seasons either by changing the product to make it capable of longer storage, or by the introduction of a staple which will be safe to manufacture and store in slack seasons.

To the average business man, the problem, in his own business, offers itself something like this: How can we round out our line so that the business volume, by seasons, will be more nearly evened up?

I don't know of any business in which this problem is more difficult than in ours. For more than sixty years, our name and our old fisherman trade-mark have stood for salted cod and other pure fish. Up to about seven or eight years ago, the bulk of our business was

confined to salt fish. The business grew, as any other business grows, along lines of least resistance, and it is safe to say that almost 80 per cent of our entire yearly volume was handled between September 1 and April 1. Sixty per cent in seven months and the remaining 40 per cent in five months led to the usual disadvantages in which any uneven business finds itself.

A large force of employees was maintained during the peak months. At that time, they were all busy—perhaps over-worked. The rest of the time we didn't need so many employees. Things were slack. Employees were not assured of any continuity in employment. Little work over a five-month period, and too much work during the seven months in which 60 per cent of our business was done, quite naturally led to uncertainty and hardship. In addition to that, it was a very trying situation for the executives of the firm. No one likes intermittent production and intermittent sales.

It was agreed that the best possible solution was to find a product which would sell, not only in the regular fish season, but during the off-season as well. We decided that our best bet was to adopt a plan of introducing supplementary lines which would meet the off-season needs of our customers. That meant that we had to find something which would be suffi-

ciently in our line to enable us to sell it without going into a new business and that would have sales possibilities in a season when fish products ordinarily do not sell well. It required real digging to discover such a product.

We had an efficient research department and it worked hard.

It was at a time when food prices had begun to soar. It seemed logical, therefore, that if we could discover some product which would not add to the average housewife's work, which would make an attractive meal at only a few moment's notice and which, in addition, would have the advantages of lower price and a never-failing supply, then we would have a product behind which we could put some real sales and advertising effort. We did not want to jump off in the dark on a mere probability. We didn't want to make a product which, by its failure, might create a back-fire that would hinder our company's old and well-established good-will. In the food line also, of all lines, a new product demands the utmost caution. Guesswork in such a case is likely to have serious consequences.

First of all, we sent men out to look over the shelves in provision stores to see what they lacked. The shelves appeared pretty well filled but a more careful look failed to find just exactly the sort of thing which we had in mind.

At first, we were looking for brand new ideas in our line. That is the natural first step. But more often than not, it is something nearer at hand, a neglected item which finally works out best. It turned out so in our case. After a period of searching afield we

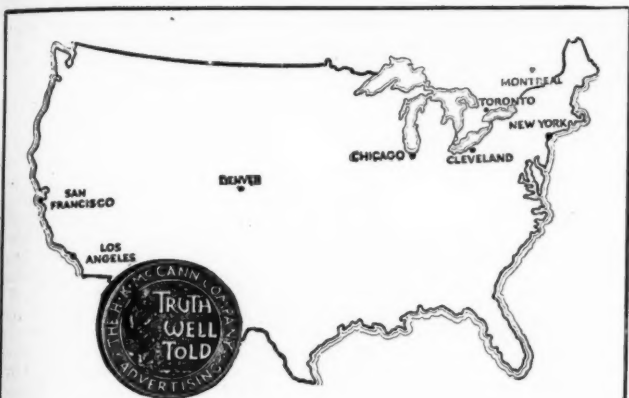
took a careful look at the good, old domestic fish dishes in order to find out whether there was one which had already established itself in general, and which might form the basis of a specific product if improved, advertised and pushed with vigor. Codfish cakes soon stood out as a logical idea.



THOMAS J. GRACE

Everybody knew what codfish cakes were. We didn't have the difficulty, if we decided to go into their manufacture, of creating a want for a new and untried product.

But there were a great many difficulties in the way. Women had always made their own codfish cakes. They had never been taught to buy them ready made. Perhaps the average woman had her own particular method of making codfish cakes which satisfied her own immediate family and which, therefore, would not make



A "NATIONAL" AGENCY *In the Truest Sense*

Each of the eight McCann Company offices is an advertising agency in itself, rendering full service to clients in its section, including analysis and study of the client's business, the preparation of plans, and the creation and placing of the advertising. Yet a client of one McCann Company office is a client of all, and each office cooperates with the others in (1) reporting on local marketing conditions, (2) keeping in touch with salesmen, branch houses and distributors, (3) making investigations in its territory and (4) preparing local advertising, if necessary.

This, we believe, makes the McCann Company a national advertising agency in the truest sense.

THE H. K. McCANN COMPANY
Advertising

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES

SAN FRANCISCO
MONTREAL

DENVER
TORONTO

her a logical buyer of one which would be standardized as to flavor, size and packing. Moreover, many women made codfish cakes from left-over fish. We were running a chance that the success of a ready-to-fry article might damage our regular fish trade and so do us more harm than good in the long run.

Therefore, we started to dig deeper. We investigated so thoroughly that the selection of facts and getting the data down on paper took almost two years. But our careful investigation removed most of the guesswork from our new plan. When we were finished we were certain we were on the right trail. We went about our digging somewhat like this:

A questionnaire was prepared and women in every State of the Union, almost 10,000 of them, were carefully questioned. The questions asked included the following:

Do women like codfish cakes? Do children like them? Do men like them? How should codfish cakes be made? What do you find the best proportions of the ingredients? Would women buy them ready-to-fry? How often in the week could fish cakes be served? At what meal or meals? What kind of package should they be packed in? If you prefer fish cakes made of some fish other than cod, please say which fish you like best.

The answers showed conclusively that codfish cakes would be popular. But they showed more than that. They showed that codfish cakes would be welcomed in many homes as a new and handy breakfast dish and in others as a useful supper dish, and that they were generally so much appreciated that if they could be bought with the assurance that the product was good and ready-to-fry and not too expensive, they would be served on an average two or three times a week, not exclusively as a dinner dish, but also for breakfast, lunch or supper.

The women who answered the questionnaire used the expression "ready-to-fry" so often that we decided to add it to any new name

which we might adopt. A great many women sent in their own special recipes and from these we made up the standard recipe of half fish, half potato. Later on, when we had the actual product ready, further tests were made. New machinery had to be designed and a factory put up. We discovered some curious things about the manufacture of the old-fashioned product in a new form. Some potatoes didn't retain their whiteness after processing, the final stage in canning. We tried out almost every sort of potato in the country and finally picked out one Maine variety which we discovered remained absolutely white after being subjected to the high temperature necessary in manufacturing. We discovered the best method of cooking codfish cakes and finally arrived at the point where we were certain they could be made, finished and packed without being touched by human hands, except for the job of digging the "eyes" out of the potatoes.

After all this experimentation in finding out what women wanted and how to make them, we were still not satisfied. We made up 2,000 cans of codfish cakes and sent them to homes in two cities in every State, together with another questionnaire asking for a report as to how our prospective buyers liked the flavor, convenience and the price. With the product finally approved after having been thus tested by a cross-section of our final consumers, we decided to start making codfish cakes just as though they were a product put out by a new firm, and not to let them interfere with our long-established fish trade in the hands of the jobbers.

FIFTY CITIES COVERED AT START

Fifty of the largest cities in the United States were visited by thirty of our specialty salesmen. Small orders were taken and when the city was stocked, full-page advertising appeared in the local newspapers. We then picked twelve carefully selected cities where the company's products were well known, and there staged a

"Circulation" may be newspapers sold to individual readers or sold to families.

In Brooklyn the 80,000 circulation of the "Standard Union" means 80,000 homes.

This has been the "family paper" for generations.

R. G. R. Hutchinson
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

thorough advertising and selling campaign. As our output permitted, more cities were covered by our salesmen. The new product proved a winner almost from the start. In addition, we found that this new leader increased our cured fish business instead of hurting it. Our rate of increase jumped up to a greater ratio than at any previous time in the sixty years we had been in business. This product, arrived at after so much hard digging and experimentation and which we called finally "Gorton's Ready-to-Fry Codfish Cakes" proved the first step, and a good long step at that, toward bolstering up our slack season.

Our research department was encouraged by the success of the product it finally dug out after all this time and effort. So it continued more energetically than ever before to find other products in our line which could be sold during our off-season. Among the results of this digging process up to the present time, I may mention Gorton's Salad Fish and Gorton's Haddock Chowder. Salad Fish, as one may realize by the name, provides the basis of a delicious salad. Naturally, it is a good summer seller since salad is consumed in large quantities by city folks who want to get out into the wide open spaces, and country people who have always eaten salads in hot weather. As a matter of fact, Salad Fish now has a steady demand all the year round.

Haddock Chowder, also dug out by our research department, is another product designed, as the codfish cakes were, to save time and effort on the housewife's part. It is a product ready-to-heat—the only fish chowder, I believe, on the market. It makes it possible for a woman to serve a delicious and appetizing hot dish quickly and without any trouble. This is the newest addition to our line and with the selling and advertising effort we have put behind it, it is already a good seller even in the summer, and has proved itself a valuable addition because of the

increasing amount of repeat business it has secured.

Still digging with the idea of developing off-season products out of our natural line, instead of searching foreign fields for them, our research department has developed clam chowder in two different varieties, and finnan haddie in glass jars; fresh mackerel in cans and fish roe. These products make a really varied and attractive line and give big opportunities for the sales force to keep our business volume up to a better proportion during what would ordinarily be our slack seasons.

SUMMER BECOMES BUSY SEASON

When our research department had worked out these new products, we in the sales department, tried to use just as much ingenuity in selling them, so as to iron out our peaks and valleys. In our efforts, the question of territory played an important part. Each one of our sales territories, as we have them lined up, has what we have come to term a summer section. We route our retail salesmen immediately after May 1 with special reference to the summer sections in their territory. In some of these so-called summer sections we now secure a far better volume during the slack season than we do in the busy times.

Another plan we have used to stimulate sales efforts during the dog days is a carefully planned sales contest which is operated on a point basis. We offer a special bonus both on certain items in the line and on Saturday sales. When one comes to analyze the summer problem, the week-end offers a particularly difficult hurdle. Every salesman is human, and when Saturday morning comes he is very likely to think about golf, tennis, the ball game, fishing, or any one of the numerous summer competitors for selling effort. Extra points for Saturday sales have helped in this situation which every manufacturer faces. When we extended this bonus to cover regular sales on new items which we wanted to establish and push in the

(Continued on page 182)



A NAUGHTY little boy, with a long aristocratic nose. A stately Lincoln, clad in presidential dignity. A cheerful Buick, gaudy and pompous. A gay, young Chrysler, just a trifle disrespectful to its elders. There and a hundred others can be glancing masterpieces of engineering skill—there are: no longer and I hardly remember as a child

But the secret each one actually gives depends largely on a film of oil—a film thinner than this page.



In action, motor oil is no longer a thick and slithering liquid that is poured into your crankcase. Instead, only a thin film of that oil covers the vital parts of your motor and comes between all the whirling, flying metal surfaces. As long as that film remains unbroken your motor is protected. But the instant the film breaks, your motor becomes the helpless prey of heat and friction. And, for too often, the film of ordinary motor oil *does* fail. Honoring requirements will tell you that more than 75% of all engine repairs are caused by the failure of a motor oil.

*Why the film of ordinary oil
is often false*

In protecting your motor, the oil film is itself subjected to terrific punishment. It must withstand the shock of turning, which

ing friction—the lash of searing, scorching heat. Under that punishment, the films of many motor-oils break and burn. Through the broken, shattered film, blinding heat attacks directly the vital motor parts. Hot metal chafes against hot metal. Friction begins its unending work of destruction.

And often, before you even know your motor-oil has faded, you have a seized piston, a scored cylinder, or a burnt out bearing.

A "film of protection" that does not fail.

BECAUSE the whole problem of correct lubrication lies in correct oil films, Tide Water researchers spent years in studying not only alone but oil-films. They made hundreds and hundreds of laboratory experiments and road tests. Finally, they perfected, in Verdol, an oil that offers the utmost resistance to deadly heat and friction. An oil which gives the "film of protection" that is true, smooth as silk, tough as steel.

Give your motor a real chance to perform as well and as economically as it was intended to perform by the engineers who designed it and the craftsmen who made it. Put the Vesdol "film of protection" on the job. It is your motor's most steadfast defender. Wherever a dealer displays the orange and black Vesdol sign, you will find the Vesdol Motor Protection Guide—a chart which tells which Vesdol oil your particular motor requires.

Have your crankcase drained and refilled with the correct Vedol oil today? Or better still, let the dealer give you complete Vedol lubrication—the "film of protection" for every part of your car. Tide Water Oil Sales Corporation, Eleven Broadway, New York. Branches or warehouses in all principal cities.

But the
PERFORMANCE
of each one of them
depends upon a
FILM OF OIL



Facts need never be dull

THIS AGENCY was one of the first to adopt the policy of "Facts first—then Advertising". And it has earned an unusual reputation for sound work. . . Yet this organization does not, nor has it ever, confused "soundness" with "dullness".

It accepts the challenge that successful advertising must compete in interest, not only with other advertising, but with the absorbing reading matter which fills our present-day publications.

We shall be glad to send interested executives several notable examples of advertising that has lifted difficult subjects out of the welter of mediocrity. Joseph Richards Company, Inc., 247 Park Avenue, New York City.

RICHARDS "Facts first—then Advertising"

How du Pont Buys Newspaper Space

An Explanation of the Five Factors Considered in Selecting Newspapers in Which to Run News Copy

By William A. Hart

Director of Advertising, E. I. du Pont de Nemours & Company

THE sanity of a newspaper or magazine publisher today who refused to accept any advertising for his publication would certainly be questioned. Yet as recently as sixty years ago periodicals which ran advertisements were apologetic about it, and magazines in particular considered it a point of pride to refuse advertisements.

For instance a certain old Chicago publication that was a none too respectable journal according to present-day standards, in the sixties stated in one of its issues: "We respond to the wish of a contemporary that we might be able to dispense with advertising, but at present the law of necessity must overrule the law of taste."

Of course daily newspapers of the time carried advertisements, but they were nearly all classified advertisements of the routine type. Even these, we are told, were not solicited but merely accepted by the newspapers when they were offered.

Consider the changed attitude today. Newspapers and magazines solicit advertising with fully as much, and in some instances with more energy than they gather news and other editorial material. They want the advertising not only because it adds directly to their incomes but because editors and publishers realize that advertisements have considerable interest, in themselves, for readers.

Nothing illustrates this better than the fact that most newly launched dailies, before they have sufficient circulation to make a bid for advertising, run a daily buyers' guide in which are published the outstanding bargains of the larger stores of the community.

Because of the diversification of

our products and our sales problems, our advertising problem is a complex one. Unusual care and study are necessary in the selection of magazines or newspapers to perform specific functions in any of our campaigns. With a product, such as Brush Duco, a new finishing material for all woodwork, new or old; furniture, autos, floors, walls, metal-work, etc., our market is universal and can be effectively reached by both magazine and newspaper advertising.

NEWS INTEREST

When we want intensive distribution of such a product in a particular community we naturally turn to the newspapers. In preparing copy for such a campaign we attempt to put as much "news interest" in the advertisements as possible. We work on the theory that nothing is more interesting to the newspaper reader than a brief "feature story" about the use of a product of which he is a possible purchaser, and where he can buy it.

Because newspapers are, as a rule, read only the day they are published we aim to arouse immediate and direct interest. Our object is to create the desire to buy at once. In this we follow the example of department stores, the largest and probably the most efficient users of newspaper space. Every advertisement of theirs demands immediate response.

Having decided upon a campaign to develop a certain metropolitan city market, or territory for our product, we study the local newspapers to decide which will best suit our purposes. With Brush Duco, for instance, we do not want merely quantity circula-

More Than One Half Million Wisconsin Readers Every Day

How Women's Wear Advertisers Invest Here--

DURING 1925, ten of the eleven national newspaper advertisers of women's wear in Milwaukee used *The Milwaukee Journal exclusively!*

*Onyx Hosiery
Kayser Gloves
Jean Hair Nets
Warner Corsets
Normandy Voiles
Hickory Products
Real Silk Hosiery
Kayser Underwear
Carter's Knit Underwear
American Rayon Products
Associated Knit Underwear*

In the rich Milwaukee-Wisconsin market, you, too, can build a maximum volume of business at the lowest possible advertising cost per sale through only *one* paper--

THE MILWAUKEE JOURNAL
 **FIRST BY MERIT** 

Read by More Than Four Out of Five Milwaukee Families

tion although all householders are prospective buyers. In selecting newspapers in such a campaign, five major considerations enter into our choice.

Circulation is, of course, one of these. However, we want not only a large circulation but one which has both breadth and depth. Also, as all newspaper and advertising men know, the metropolitan daily with the largest circulation does not always have the largest circulation within that metropolitan district. Consequently if we aim to concentrate our selling efforts within the metropolitan buying area, we analyze the circulation of the various newspapers and select that one which has the best distribution in that area. In one city this factor influenced us to choose an evening paper in preference to either of the two morning dailies with larger circulations. Also the newspaper selected carries the largest department and house furnishing store lineage which indicates a strong home circulation and influence.

ASKS FAIR TREATMENT

The treatment given national advertisers is another important factor in choosing newspaper mediums. We do not expect any special favors from the periodicals which accept our copy, but we do expect that a publisher meet the implicit as well as the explicit terms of an advertising order for space. As an example of what I mean, we shall in all probability discontinue buying space in a certain metropolitan daily because of its inconsiderate attitude. During the last several months we bought what should be dominant space. Our advertisements, however, were consistently placed on pages given over entirely to advertising and made up in such a hit-or-miss fashion as to detract considerably from the value not only of our space but that of the other advertisements appearing on the page.

That we are not alone in our objection to such a practice is indicated by the recent action of the Association of National Advertisers at its annual meeting. A resolution was adopted asking that

newspaper publishers give more attention to make-up with the object of giving greater attention value to all advertising.

Closely connected with this is the growing objection of national, as well as the better-informed local advertisers to excessive use of heavy black borders, black signature cuts and illustrations, large bold-faced type and other blotches of black. Such advertisements give the page a decidedly objectionable, smeary appearance and practically "kill" the surrounding advertisements not prepared with the idea that copious use of black ink is the way to get and hold attention. We, like many other thoughtful advertisers, hesitate to take space in papers allowing such use of space.

We do not choose to have the readers' estimate of our product cheapened by having our advertising appear on the same page or even in the same paper with advertisements for dubious patent medicines, or questionable advertising of any nature. Of course this problem does not appear nowadays to the extent which it did a few years ago, because most reputable publishers refuse to accept such advertising.

The last but decidedly not the least factor entering into our choice of a newspaper is the merchandising service the paper is organized to render. Other factors being approximately equal, we would naturally choose the publication which offered the most intelligent merchandising aids. The importance of this was illustrated recently in New York City. Through the assistance given our salesmen in capitalizing the newspaper's contact with dealers, we more than doubled the initial number of retail outlets for Brush Duco in that marketing area. In addition, the merchandising department of the newspaper posted proofs of our full-page advertisements on the windows of each of our dealers in that city. This in all probability contributed to our selling in the first three weeks more of our product than we had thought might be sold during the entire campaign.

New England's Second Largest Market

72,468

Personal Income Tax Returns

in the

PROVIDENCE TRADING TERRITORY

(As defined by the A. B. C.)

in

1923

The net paid circulation of

The Providence Journal

and

The Evening Bulletin

in the same territory is

96,174

Total Circulation 105,000

Providence Journal Company
Providence, R. I.

Representatives

Chas. H. Eddy Co.
Boston New York Chicago

R. J. Bidwell Company
San Francisco Los Angeles Seattle

HOW WILL RADIO AFFECT



THE CHICAGOAN

First Chicago

Advertising

NEW YORK
J. B. Woodward
110 East 42nd Street

DETROIT
Woodward & Kelly
Fine Arts Building

Wood
360 N.

D ADVERTISE THIS YEAR?

Certainly with Greater Concentration in Home Newspapers

The market place for radio equipment is the newspaper distinctive in its family appeal. In Chicago the newspaper that most strongly interests all members of the family is The Daily News, and for that reason it is the daily paper most completely representing local business in the variety and volume of its advertising.

Radio, used in the home, discussed in the home, wanted in almost every home, essential in truly modern home life, is peculiarly a subject for advertising *in the home*—in a home newspaper—where it reaches all members of the family at the time their interest is most keen.

Economy, effectiveness, speed in the marketing of radio equipment, means advertising in *home newspapers*. In Chicago it means advertising in

THE DAILY NEWS



AGODAILY NEWS

First Chicago

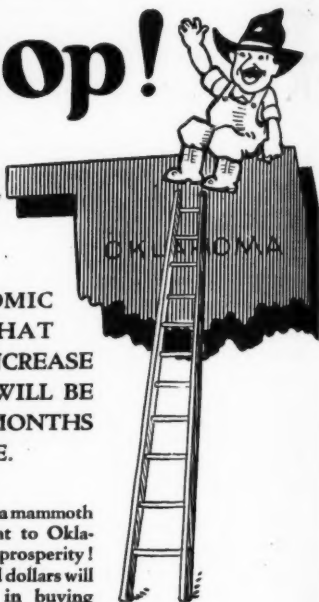
Advertising Representatives

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

SAN FRANCISCO
C. Geo. Krogness
353 First Nat'l Bank Bldg.

At the top!

*in farm
buying power*



THE BROOKMIRE ECONOMIC SERVICE ESTIMATES THAT OKLAHOMA FARMERS' INCREASE IN PURCHASING POWER WILL BE GREATER IN THE NEXT 12 MONTHS THAN ANY OTHER STATE.

SOUND conditions and a mammoth wheat crop have brought to Oklahoma the high noon of prosperity! Oklahoma farm-produced dollars will show a greater increase in buying power in the next twelve months than in any other state . . . so predicts the Brookmire Economic Service! Oklahoma is scheduled to show an increase in farm income of about 34 million dollars over last year . . . making the estimated value of Oklahoma's 1926 farm products rise to \$345,000,000.

Along with this optimistic Brookmire report comes the new Government wheat estimate placing Oklahoma's 1926 crop at 69,531,000 bushels, by far the largest and most valuable in the history of this rich state! You cannot afford to overlook Oklahoma farmers in your 1926-1927 sales program. Advertise your product through the Oklahoma Farmer-Stockman, Oklahoma's *only* farm paper!

The OKLAHOMA
FARMER-STOCKMAN
Oklahoma City

Carl Williams
Editor

Ralph Miller
Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

Finding a Top Place in an Over-Crowded Industry

How Individualized Product and Increased Advertising Gave Lee Work Clothing a Big Edge on Competition

By E. D. Voorhis

General Sales Manager, The H. D. Lee Mercantile Company

IN the trying days immediately following the war, the work-clothing manufacturing business, the same as many other lines, found itself in a more or less demoralized condition. For one thing, there were too many firms engaged in it. A huge volume of cheap merchandise was thrown upon the market in competition with the trade-marked products of the older and better-known organizations.

Out of this situation it was inevitable that two evils should come, and they did come in highly aggravated form. One was price-cutting. With factories producing more work clothing than the trade could absorb, the selling process became a free-for-all race to see who could make the lowest price.

The other evil developed out of the flood of lower quality goods that came from some mills, placing a growing burden upon those who insisted on keeping their products at a high grade. The seriousness of this latter situation is seen in the comparative numerical size of the two classes of work-clothing manufacturers. Those making their goods out of what the trade knows as "Eastern" denims constituted only about 3 per cent of the industry. The remaining 97 per cent used the so-called "Southern" or standard denims. Many factories in the latter classification are small and cater principally or

wholly to what might be termed local trade. Nevertheless their aggregate output was large enough to be a heavy element in the situation—especially so in view of the competitive price-cutting.

Under such circumstances it would be remarkable indeed if a

50% MORE WEAR



Lee Creates a New Standard in Work Clothing



LEE has accomplished the seemingly impossible again. Twelve years ago to introduce the now famous Lee Ultra-Kills. Today, to perfect new work clothing fabrics. The most outstanding achievement in the work clothing industry in half a century.

These new Lee fabrics completely shatter all former work clothing standards. They have created a new standard in work garments. 50% stronger than any work garment fabrics yet produced. 50% more wear in the new Lee Unionalls and Overalls.

Now Lee leadership is more clearly defined than ever because the combination of these new Lee fabrics with the many exclusive Lee features of design and construction, is found in no other work apparel.

The Lee organization has constantly set the pace in work clothing manufacture. Many construction features have been originated by Lee.

The widely situated Lee Van I bib pocket. Reinforced side openings. Triple stitched seams. Cut in one piece, two-gly broad suspenders. Solid brass can't rust buttons. These, and many other used in Lee garments.

Men who know work garments preferred Lee because of these quality features. With the new Lee fabrics added to this high standard of workmanship, this preference is made doubly sure. The new Lee Union Alls and Overalls are, in a class by themselves.

But even now comparisons may be made. Substitutes may be offered. It will pay you to insist on Lee, because only in Lee do you get these 50% more wear fabrics. You cannot lose. The Lee guarantee is irrevocable.

And once you wear a Lee you never again will be satisfied with ordinary work clothing. You'll say work clothes should be like this.



The H. D. Lee Mercantile Company

Kansas City, Missouri

TRANTON, N. J. SOUTH BEND, IND. MINNEAPOLIS, MINN. SAN FRANCISCO, CAL.

USING QUALITY AS THE ONLY APPEAL

manufacturer, no matter how high his standard or well known his name, should make anything approaching a satisfactory profit. And it would be even more astonishing if he could increase his business.

How were we, speaking for ourselves, going to work this thing out? Would we have to go along with the procession, doing the best we could under adverse and un-

economic conditions? Or should we create a new standard and thus rise above competition by making a strictly individualized place for our company?

We decided, a year ago, in favor of the second alternative.

What could we do, then, to make our company stand out? Just two ways were open. Either we had to make a better garment than anybody else, or we must cut our price to a sensationally low figure never before heard of.

Under the glass top of my desk there is a neatly printed card bearing this sentiment from Confucius:

Endeavor to be first in thy calling whatever it may be; neither let anyone go before thee in well-doing; scorn also to depress thy competitor by dishonest or unworthy means; strive to raise thyself above him only by excelling him.

I am not a bit ashamed to say that this wise counsel given by the Chinese sage so many hundred years ago supplied the inspiration and foundation for the new merchandising policy we now are carrying out—a policy which, we are vain enough to believe, has revolutionized the work-clothing business.

In other words, we decided in favor of quality. Instead of cutting our price, we would raise it. We believed, and we have since proved to our complete satisfaction, that *quality makes price forgotten*. We bettered an already high quality, made the price to correspond and increased our advertising 40 per cent.

The first thing we needed was a new fabric out of which to make our garments—something individual and of a nature that could be merchandised. Officials of this firm traveled around the country interviewing cotton mill owners in an effort to see if this dream could be realized. As expected, we were not enthusiastically received. In mill after mill we were told that the thing was uneconomic and prohibitively costly.

We met with this resistance because our specifications called for radical changes in manufacturing methods. Up to that time, when a maker of work clothing wanted a denim better than the ordinary, it

was the custom to add a thread or two to the warp and leave the fill the same. We wanted to put some more threads on the fill side, which always is the weak part of the denim. Moreover, the individual thread had to be given a special treatment and twist along lines which we laid down. It is needless to say that we had to devote a great deal of time and money to research before we could specify in detail just what kind of fabric we wanted and how to make it.

The cotton-mill people readily agreed that the denim, made on the basis we set forth, would be a highly superior product. They also admitted they could produce it. But, inasmuch as the production would necessitate setting aside certain looms for Lee denim exclusively, they feared they might not get volume enough to keep the looms busy, and hence there might be a loss coming from machinery and operatives that probably would be idle part of the time. If we would contract to take a certain minimum quantity of the denim, enough to insure the special "Lee" looms being kept under way at capacity, the mill owners would be glad to go along with us. But this we would not do.

We consistently refused to guarantee that we would use any stated quantity of the new fabric, although we were as sure as one usually can be about anything that the transaction would work out greatly to the profit of the mill owner as well as to ourselves. We would place an order each week for whatever quantity we might need and the mill owner would have to take a chance along with us. In other words, we wanted to ally ourselves with a manufacturer who could bring himself to share the merchandising vision as we had it and to get the advertising sense relating to the proposition the way it appeared to us.

PRODUCT WAS THOROUGHLY TESTED

At length we made satisfactory mill connections and began the production of the new fabric. We subjected it to all kinds of tests and satisfied ourselves that it was at least 50 per cent stronger than

the ordinary standard work-clothing fabrics then available. Here we got the theme for the additional advertising that we were going to do to introduce the new Lee union-alls and overalls. We got more advertising material in our further decision to produce distinctive patterns of denim also—the Lee pin stripe, Lee herringbone khaki, Lee express stripe, Lee herringbone white and Lee hickory stripe. We made these in addition to the special Lee blue denim.

Thus, we had an entirely new standard of work-clothing fabrics, in which "50 per cent more wear" (this slogan, by the way, is prominently displayed in all our advertising) was the main feature.

Then we redesigned our overall. At first, our designers said no further improvements could be made. But we all studied the design and the net result was that we originated some new features seemingly so obvious and essential that we wondered why nobody had thought of them before.

Doing all this (and I am sketching it briefly here, leaving out a mass of detail) we felt sure we now had a quality garment that, in wearability and design, lifted us clear away from competition. We did not need to worry about price-cutting tactics because we had a piece of merchandise that was in a class by itself. We could conduct the selling with more or less disregard of other brands. Best of all, we had arrived at this place in a conservative way. We had not "knocked" any other line. We had cut no prices. On the contrary, we had utilized our capital and experience to produce a new kind of garment, strictly individualized.

There then remained the proposition of getting distribution for the new line—advertising it to the consumer and the trade. Twelve years previously, we had brought out the Lee union-all which was enthusiastically received by the trade. During the intervening years, we had been heavy advertisers in farm papers, general consumer mediums and newspapers as well as in trade and technical magazines. Thus, we had built up

a prestige, an advertising asset, that gave us the machinery with which to set our new line in motion.

I might stop here to moralize on the tremendous benefits that can come from a continuous and consistent advertising program administered on the long-pull basis so as thoroughly to sell a firm in an institutional way—to get it and its goods firmly fixed in the consciousness of the trade and the consumer. But certainly this principle has grown to be obvious enough these days to make totally unnecessary any long-drawn-out exposition.

In order that we might capitalize to the limit upon this general condition of acceptance for Lee goods, we determined upon the 40 per cent increase in advertising outlay which I have already mentioned. But before launching the advertising, we concluded we should have to sell out the stock we already had on hand. We wrote a letter to each of our salesmen telling him of a wonderful new merchandising plan we had evolved "which can increase your earnings up to 50 per cent."

NOVEL USE OF QUOTA PLAN

But before he could know about it he must sell a certain quota within a specified time. We laid great emphasis on the thought that if he had any vision of the greater future that could come both to him and the company from the working of the new plan, he would do just as we directed and exert himself to the utmost to reach the quota well within the time limit. The quotas were laid out so that, if realized, the whole stock would be cleaned out by the desired date. This was done. Every dollar's worth was sold at regular prices, without the slightest reduction.

There was the greatest of curiosity among our salesmen as to what the new development would be. We had a hard time in keeping it quiet. The reason we were so secretive was that we knew that some of the salesmen, in their enthusiasm, would tell the trade about the new goods—or probably advise some of their good retail

friends to wait a few weeks until the new line came out. This would leave us with some merchandise on our hands, and also might give us a quiet business period in the interim.

Finally, on a given date, detailed announcement was made to the salesmen. Simultaneously there appeared the advertising in the various consumer and trade mediums. The whole thing was timed so that the full force of the advertising could be exerted.

Each salesman was given a portfolio containing a résumé of the development, samples of the advertising we had planned for the different classes of mediums and a complete statement of just what was going to be done to get the new line into the retailer's store and to help him sell it. In the portfolio were swatches of all the patterns of the new fabric. The swatches had been laundered up to thirty times and the salesman thus had spread out before him a progressive picture of just what effect each washing had. Swatches of the old fabric, similarly treated, were also included. This showed the salesman proof for our claim that the new denim was revolutionary in quality and character. He could show these swatches to the dealer and give him ocular evidence of the truth of the statements we were making in our advertising.

The way the new line was received by the trade proved to us beyond all argument the correctness of our theory that known quality rather than price forms the best basis for selling merchandise. Our selling volume for the six months following the introduction of the new garments showed an increase of 30 per cent. We did not have to buy this increase. It all represented a profit. We have arrived at that satisfactory place where, far from being even tempted to cut prices, we can altogether disregard competitive prices.

Our selling prices are scientifically computed on a basis of producing and selling cost. We know exactly how much we have to pay to make a garment, place it in the retail store and help the dealer

turn it into money. To this cost, we add a figure allowing a fair and moderate profit, thus arriving at our selling price. We will not reduce this price under any consideration other than that increased volume may enable us to cut down on the producing and selling cost. Nobody is going to deny that this is sound economics. Our prices are always based on the market, with a fair profit consideration involved.

One of the iniquities of the work-clothing business—and similar conditions may exist in other lines—has been that a work garment was regarded as being worth only so much. An overall, some people believe, is merely an overall. Overalls, the same as many other classes of merchandise, can be made increasingly better. They can be made to be worth a price. The quality consideration is just as important here as in any item that can be named. So emphatic has been the general indorsement of our quality policy that we expect to keep on bettering our product year by year. This may or may not involve a corresponding increase in selling price, all depending on the market and the volume of sales. We are not particularly concerned about this phase of the transaction anyway. Our line is now higher priced than any other of which I know and may continue that way in view of the constant succession of improvements we expect to make.

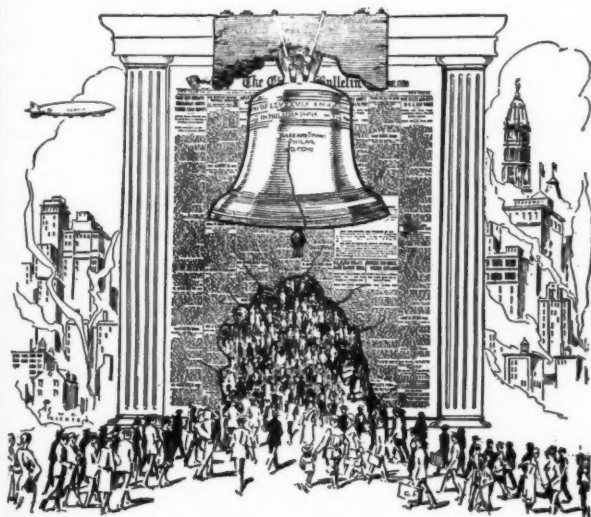
N. R. Perry, Advertising Manager, "Liberty"

Nelson R. Perry, who has been Eastern advertising manager of *Liberty*, New York, has been appointed advertising manager, succeeding J. B. Linard, who has resigned. PRINTERS' INK is informed by M. Annenberg, general manager. Mr. Perry joined *Liberty* in November, 1924, as Eastern advertising manager. He previously had been associated with the New York office of *The Saturday Evening Post*.

New Account for Presbrey

The advertising account of the Florida East Coast Railway and Hotels, St. Augustine, Fla., has been placed with the Frank Presbrey Company, New York. Newspapers and magazines will be used.

The Door to Philadelphia Is through The Evening Bulletin



HERE is your chance to analyze a great newspaper's circulation at first hand. When you come to Philadelphia you will see that *The Bulletin* is the door to the Philadelphia market.

In homes where you are entertained—wherever you go—you will notice that "In Philadelphia nearly everybody reads *The Bulletin*."

Philadelphia's city and suburban population exceeds 3,300,000. A copy of *The Evening Bulletin* reaches nearly every family in Philadelphia, Camden and Suburbs daily.

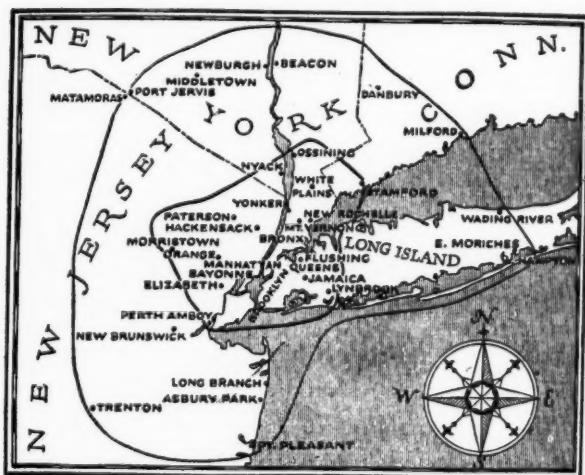
533,169 copies
daily

The Evening Bulletin.

PHILADELPHIA

25%

*of your sales can be
made in the
New York Market*



*Dominate the world's greatest
single market through the
New York Evening Journal*

Nearly half of all the people who buy any New York evening newspaper buy the New York Evening Journal—and take it home—where it is read by over 2,000,000 men, women and children.

For Quick Sales and Lots of Them!

The New York Market—the fifty-mile area surrounding Manhattan—has 9,000,000 consumers—more than there are in twenty-eight large American cities combined! Here is the financial heart of the nation, with a greater total wealth than that of six large mid-western states.

Here are the finest distribution facilities, the most highly organized trade channels in existence.

And ONE evening newspaper—the New York Evening Journal—BLANKETS the world's richest market.

**Every day the home circulation of
the New York Evening Journal is:**

402,005 more than Evening World
437,096 more than Evening Sun
513,958 more than Telegram
660,922 more than Evening Post
142,654 more than Evening World
and Evening Sun combined!

**CIRCULATION FOR SIX MONTHS ENDING
MARCH 31st, 696,447 DAILY, NET PAID**

NEW YORK EVENING JOURNAL

*America's largest evening newspaper circulation
... and at 3c a copy daily, 5c Saturdays*

New York Office: 2 COLUMBUS CIRCLE, New York City

Chicago Office

913 Hearst Building, Chicago, Ill.

Detroit Office

General Motors Bldg., Detroit, Mich.

Detroit's Outstanding Prosperity Substantiated By Detroit News Gains In Advertising Lineage

The Map of the Nation's Business for July shows Detroit as still the most prosperous large market in America. Backward seasons have had no effect on the automotive industry and the U. S. Dept. of Labor reports Michigan building so increased as to absorb much of the labor from surrounding states and cities. Employment is good and advertisers are taking advantage of the opportunities for profit offered by America's Fourth City and its one home medium. As a result The Detroit News during the first six months of 1926 surpassed its record for the same period of 1925, although that year's achievement was the most noteworthy in its history up to that time.

17,427,326

Lines Carried First 6 Months 1926

A Gain Over 1925 of

1,012,648

The figures above are significant not only of the market's richness, but also of the commanding position of The News. The total of 17,427,326 lines carried by The News is greater than the combined totals of the other two Detroit newspapers and its gain of 1,012,648 lines is greater than the gain of either medium.

The Detroit News

Detroit's HOME Newspaper

335,000 Sunday Circulation; 320,000 Week Days

System and the Advertising Appropriation

Too Many Formulas May Get Certain Manufacturers into Difficulties

By C. A. Hoppock

Head of Markets and Media Departments, The H. K. McCann Company

THERE has been much written and a considerable amount of discussion on the subject of how to determine the size of the advertising appropriation. We hear of this company following such and such a system, and of that company following another system. An inquiry which has recently been received asks if we believe in a fixed budget system, a percentage system, or some other system.

We sometimes wonder if too much premium is not placed on the importance of having a system at the expense of too little thought as to its application in individual instances. A formula for anything is, of course, a time saver and, if suitable, saves a considerable amount of mental strain. A formula, however, that does not embrace all the variable factors is likely to get us into difficulties and is a poor substitute for a little straight thinking on the individual problem.

We know of no case where it is more difficult to determine an all-embracing system or formula than in determining the amount of an advertising appropriation. A few of the variables, and we do not profess to itemize or to know them all, are as follows:

Nature of product:

Obviously, some products require more intensive selling than others, depending on whether it is something the prospect wants or has to be made to want.

Margin available for sales expense:

Some products cost little to manufacture in relation to the price for which they can be sold, leaving a wide margin for selling expense and profit. In other instances the manufacturing cost is substantial in proportion to what

the customer will pay, leaving a much smaller selling margin.

The relative dependence placed on sales and advertising:

Some manufacturers depend to a considerable extent on pushing goods across the counter through intensively selling the retailer; others depend almost entirely on advertising to pull them across the counter; others adopt a middle ground.

COMPETITION

Extent of competition:

The bearing which the amount of competition has on the expenditure needed by the individual manufacturer is too obvious to need comment.

The foothold which the product already has in the market:

It naturally costs more money, particularly in relation to gross sales, to get a product established in the market than it does to maintain its position once well established.

Condition of the treasury at the time appropriation is determined:

Even with successful manufacturers, unlimited money for current expenditures is not always readily available, which frequently accounts for curtailed advertising expenditures during times of depression. Regardless of the soundness of the theory that increased sales resistance should be met with increased selling effort, these conditions are bound to have their effect.

Sporting instincts of the advertiser:

This may at first sound facetious, but it is not so intended. It is perhaps the most prominent factor of all. It is so important that we quote at some length from an article in the *Harvard Business Review*, which sets forth this fea-

ture better than we can ourselves:

Success depends on the choice of risks. . . . Profits are the results of risks wisely chosen. It is a matter of common observation that the makers of two competing products of nearly equal merit never make equal profits. Indeed it often happens that one producer makes substantial profits, while the other makes no profits at all. The explanation is to be found chiefly in a comparison of the risks that are taken. Almost any successful company will serve as an illustration. If we sought an explanation for the profits of the Gillette Safety Razor Company, we should find it associated with the fact that this company, in creating a demand for its products, ran greater risks in advertising expenses than any other producer of safety razors. Let us take, as another example from actual business, two kinds of tooth paste. Let us call them Supreme and Superb. The laboratory tests revealed no reason why consumers should like one better than the other. So far as the merits of the products were concerned, the makers started with equal chances of profit. Neither had any discernible advantages over the other, except in fitness for choosing risks. Yet Superb turns out to be a best seller, yielding steady profits, while Supreme is a failure.

If a business man is too venturesome in taking risks, he loses; if he is not sufficiently venturesome, he loses. Between these two dangers, he must contrive to find a safe middle ground. He is like a baseball player who has reached first base. The closer he sticks to the base, the smaller risk he takes of being put out at first; but the smaller are his chances of reaching second. On the other hand, the farther off the base he plays, the greater are his chances of reaching second. The most successful base-runner, other things being equal, is the one who usually takes his position in the middle ground between security and excessive danger. But neither in business nor in baseball is any man infallible in his estimate of chances; if he never runs what turns out to be too great a risk—if he never gets caught off the base, or never takes a business chance that results in a loss, he is over-cautious.

Every man who does any kind of business can at any time use greater caution: he can reduce some of his risks. He can do less advertising, cut down his stock, discontinue certain lines, and curtail his personnel department. He can insure against risks which he himself has previously borne. . . . In many other ways, he can narrow the scope of possible losses; but, in the process, he narrows the scope of possible gain. Indeed, as he reduces various risks, he increases the risk of failing to make any profits at all. If he could transfer all risks, he would transfer all dangers of loss and all hopes of profit. Every year many men fail in business because the risks they take are too great; but every year there are other men who fail because the risks they take are too small.

These are a few of the variables. There are probably many more.

They are sufficient to make doubtful the wisdom of adopting any fixed formula or system for determining the appropriation. If a manufacturer wishes to establish as a principle that he must pay for advertising out of current sales, rather than invest for the future, and to insure this sets a percentage of gross sales as an outside margin available for advertising, well and good. We believe, however, if this principle is to be established this should be an absolute outside margin and that the actual amount to be spent should be something within this margin to vary as conditions vary, rather than an arbitrary amount to be spent currently regardless of conditions at the time.

Unless financing considerations make such a course necessary, we doubt if even the setting of an outside figure is wise. There are many cases where an investment for the future would pay and the manufacturer who leaves himself free to choose his risks as opportunity presents is most likely to profit. There are many established manufacturers who are today spending in individual markets more than current sales in that market would warrant. They are doing this because they understand the later profits that will accrue from becoming firmly established in that market.

How, then, can the advertising expenditure be determined? In the present state of the art, we know of no way except by the cut-and-dry method. If the manufacturer is starting out anew, about all he can do is to balance the various considerations and trust to choosing as wisely as possible the amount it is best to risk on the initial venture. Amounts which have been or are being spent by others under nearly similar conditions are, of course, helpful in reaching a decision.

After the business is established and going the task is somewhat less difficult. Just as the manufacturer can determine the wisdom of expanding his sales force by adding additional salesmen at intervals and determining if the increased business secured warrants

Even 2 lines *pulled!*

A SMALL neighborhood store in Indianapolis recently had, as they expressed it in a letter to The News, "a real thrill out of newspaper advertising."

A national advertisement in The News carried a number of signatures of neighborhood stores. But to quote further from their letter :

"The next day we had the best day we have had this year. Sold all of our sale goods. Had people in our store we had never seen before, and had several telephone calls for the item. Wish we were big enough to use some real advertising of our own, but we are just a little neighborhood store."

RESULTS! From an inconspicuous 2-line signature in an advertisement crowded with signatures!

The Indianapolis News

FRANK T. CARROLL, *Advertising Director*

New York
Dan A. Carroll
110 E. 42d St.

Chicago
J. E. Lutz
The Tower Bldg.

the increased expense, so can he feel out the wisdom of an expansion of his advertising appropriation. About the only difference is that the returns from advertising operate somewhat slower and it is consequently necessary to give the advertising a longer trial. As long as the increase pays he can afford to expand. At some stage a point will be reached where diminishing returns do not warrant an expanding appropriation.

It is possible that some day sufficient experience will be accumulated to indicate directly just what is a proper expenditure under any given set of circumstances. We have not reached that point and until we come nearer to it systems and formulas are likely to do more harm than good through inflexibility or misapplication in particular instances. An expenditure of several hundred thousand dollars is sufficiently important to warrant both the time and effort necessary to careful consideration of each individual situation, and until we have a better system than has yet been devised, it is safer to go carefully over the entire ground and choose our risk as wisely as our intelligence will permit.

An Important Point in Sampling

WESTERN UNION TELEGRAM
BOSTON, MASS.

Editor of PRINTERS' INK:

Please wire collect issues of PRINTERS' INK containing articles on sampling. We are especially interested in methods of sampling household supplies such as soaps, cleaners, polishes. Thank you.
SMITH, ENDICOTT COMPANY.

MANY effective sampling plans that have been worked out by advertisers have been described in the PRINTERS' INK Publications. A list of articles on these plans has been sent to the Smith, Endicott agency and is available to any subscriber.

The important point that experience has taught on sampling is this: Sampling must be tied up with advertising in order to be effective. Study the methods of old and successful advertisers and you will find the truth of that statement. Or if you haven't time

for that, turn to the sworn statements of Chester F. Chapin, one of the owners of Vick Chemical Company, on that company's experience with sampling as given at a recent hearing of the Federal Trade Commission.

In this testimony, after describing its plans for a sampling campaign and how it used newspaper space for copy carrying a free coupon, Mr. Chapin said:

"When the salesman got to the town, these newspaper advertisements had already been run. The coupons had been clipped . . . from the newspapers. The druggists had been given free packages which had been sent to them before the salesmen reached town.

"Further, . . . I would say that if we did not use newspapers our salesmen would be greatly handicapped. In fact, where we could not use the newspapers, we had to telegraph the salesman to omit that town, and tell him we would try to make it another year, or we would let the salesman go on and just put some samples on the dealers' shelves."

In other words, the Vick company, like many other advertisers had learned that if it couldn't use publication space when it started to sample a town, it was far better not to sample.—[Ed. PRINTERS' INK.]

New Accounts for Green & Van Sant

The Manhattan Laundry Service Corporation, Washington, D. C., has placed its advertising account with The Green & VanSant Company, Baltimore advertising agency. This agency has also been appointed to direct the accounts of the City of Raleigh, N. C., and the Victoria Paper Mills Company, Inc., Fulton, N. Y.

Pure Oil Company Moving to Chicago

The Pure Oil Company, Columbus, Ohio, manufacturer of Purol and Energee gasoline and Tiolene lubricating oil, is moving its offices to Chicago.

M. C. Kite Joins "Big Ten Weekly"

M. C. Kite, formerly with the advertising staff of *The American Boy*, Detroit, has joined the advertising department of the *Big Ten Weekly*, Chicago.

NINETY-SEVEN MANUFACTURERS OF TOILET ARTICLES

Among the hundreds of advertisers using the pages of Vogue so far this year, are listed the names of ninety-seven manufacturers of high-grade toilet articles.

These manufacturers have used far more space in Vogue than they—and all other toilet-goods manufacturers—have used in any other magazine.

These advertisers know that the women who read Vogue are spending millions of dollars each year for creams, dentifrices, toilet-waters, powders, and perfumes.

They also know the influence of Vogue readers on the retailer—the beauty shop, the drug store, and the toilet-goods section of the leading department store—whose best customers these women are.

VOGUE

*One of the Condé Nast Group
All members of the Audit Bureau of Circulations*



Newton Square—Newton—Boston! Newton is within fifteen minutes' ride of the center of Boston—a beautiful residential suburb of 53,003 population or more than 11,000 families, mostly high class, prosperous people. Seventy out of every hundred of those families read the Herald-Traveler!

It's NEWTON on the map *but to national advertisers* *it's BOSTON!*

Do you think of Boston in terms of the census? That's misleading. Newton is a separate municipality but it's as much a part of Boston as Boston is! So are thirty-nine other towns and municipalities shown on the map on the opposite page. Together they form only one of the richest cities in the world—Business Boston!

There are more people per square mile in Business Boston than in any other city in the United States—New York excepted. Within a radius of 15 miles live nearly two million people. Here is the country's fourth richest market!

Are you getting your full share of the enormous profits this great market offers? You *can*—if you know the secret!

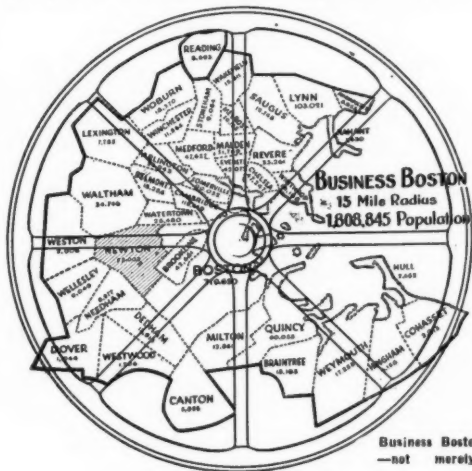


A Strange Situation

Boston is peculiar among all the cities of the country because its population is divided into two great groups differing in sentiment, tradition and origin. These two great population groups think differently, feel differently, and read different newspapers. So strong is the division that no one newspaper can successfully appeal to both groups.

If you want to sell to both groups, you must use two newspapers—the Herald-Traveler and at least one other. For of the four major newspapers in Boston, three appeal to one of these great population groups; while the other and more important group is covered by the Herald-Traveler alone.

Let us send you our booklet, "Business Boston." It will tell you in detail about this unique Boston situation.



Business Boston is a wheel
—not merely a hub.

BOSTON HERALD-TRAVELER

Advertising Representative
George A. McDavitt Company
250 Park Ave., New York, N.Y.
914 Peoples Gas Bldg.,
Chicago, Ill.



For five years the Herald-Traveler has been first in National Advertising including all financial advertising among Boston daily newspapers.

"Reaching the Older Generation Through the Younger One"

So runs the title of an interesting article in a recent issue of "Sales Management."

It is another indication of a definite trend in advertising—selling the parents through the interest of the child.

We have created some interesting examples of how the children may be added to your sales force.

Write or telephone for samples.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

These Contests Get Workers to Help Eliminate Waste

The Lumber Industry Has Found Plenty of Latent Inventive Genius among Employees

ANUAL savings running well into the millions of dollars are the direct results of the contests held each year by the lumber industry. The contests are arranged by the National Lumber Manufacturers Association as an important feature of its waste prevention campaign. The paramount objective is to stimulate employees to concentrate their thought upon the problems of logging and milling, and, by so doing, to promote their own welfare, to assist in securing closer utilization of standing timber, to assist in the improvement of the quality of lumber, and to help reduce the cost of efficient lumber manufacture.

Prizes have just been awarded to the winners of the fourth annual contest by the association. Judged by the interest displayed by lumber workers in all parts of the country, and by the value of the devices and economical methods submitted by the contestants, the fourth contest indicates that similar work could be carried on with invaluable results by trade associations in many industries.

This year, the first prize of \$1,000 was awarded to E. H. Percy, chief engineer of the Union Lumber Company, Fort Bragg, Calif. Mr. Percy's device involves refinements in applying electric power as a substitute for man power in the holding and turning of logs on the carriage. It has been in use for some time in the sawmill of his employer, and recently W. G. Collins, plant superintendent of the company, reported as follows:

"We regard Mr. Percy's invention as one of the most radical changes that has been made in sawmill machinery in twenty years. We estimate that we have effected an annual saving in labor cost of \$5,000, and in addition have made better lumber at higher speed."

The second prize of \$500 was

awarded to W. H. Ferguson, machine shop foreman of the Coos Bay Lumber Company, Marshfield, Oreg., for a carriage appliance devised to furnish a graphic record of the number and character of carriage movements. This device registers the time required for sawing, loading, cant turning, unloading, and the length of the logs sawed. It provides much of the information necessary to eliminate waste at the head saw and to systematize that portion of milling operations.

HOW OTHER PRIZES WERE WON

O. J. Jones, superintendent of the Boise-Payette Lumber Company, Emmett, Idaho, was the winner of the third prize of \$100 for his lower band mill guide. This device has been in successful operation in a number of large sawmills for some time, and has been found to result in the production of a better grade and a larger quantity of lumber.

Another prize of the same amount went to D. L. Smith, superintendent of the Oregon-American Lumber Company, Vernonia, Oreg., for a mechanical gang spotter, the purpose of which is to reduce to a minimum the amount of short length lumber at the gang saw. After thorough tests it was found that the device reduced the production of short ends and shims about 50 per cent with a money saving of approximately 50 cents per thousand feet on gang-sawed footage. And another prize in this group went to G. S. Murphy, mill foreman of the Peavy-Moore Lumber Company, Texla, Texas, for a device used in setting and filing trimmer saws to secure smooth end trimming which is necessary in the practice of end grade marking.

In addition to the prizes mentioned, there was a fourth group of four prizes of \$50 each. These

were awarded to I. H. Ellington, an edgerman, for a method of edging hardwood lumber to secure yields of greater quantity and better quality; to A. T. Kjelland for a loading line-up attachment for automatic trimmers; to Harry Morseth, planer foreman, for an automatic conveyer stop; and to B. R. Stewart, a mill superintendent, for a drag saw log splitter. All of these devices have been tested in practical operation and have been found to be valuable contributions to waste prevention.

In the case of five other contestants, valuable devices submitted were given honorable mention in the contest. These devices also were tested in actual operation and found to be effective aids to economical production.

In commenting on the contest the other day, one of the officials of the National Lumber Manufacturers Association said that the advantages to the industry, due to the contests, went far beyond the immediate results. To illustrate his statement, he mentioned several instances of inventive talent being discovered and encouraged by the contests.

Typical of these is W. H. Mason who won the first prize of the first contest four years ago for a process of recovering turpentine and other by-products during the kiln-drying of lumber. Since then, Mr. Mason has invented a process for the utilization of lumber waste and has organized a company to manufacture a number of valuable products.

Another striking advantage of the contests is the increasing interest in waste prevention on the part of all classes of workers. The value of this cannot be measured, but it is apparent in a great many of the lumber mills. Then, too, many of the devices and methods submitted, while not considered of immediate value, have suggested possible improvements and have led to research which has resulted in benefits.

As the official interviewed concluded, the lumber industry, as a result of the contests, is no longer dependent on the engineers and designers employed by machinery

manufacturers for improvements in lumber manufacturing devices. The industry has developed among its members a large group of inventors who are encouraged to think while they work, and who have already produced a number of inventions which are invaluable to the lumber industry.

J. D. Mugford Joins Atlanta Agency

J. Douglas Mugford, who was recently engaged in work for the Philadelphia convention of the International Advertising Association, has joined the Cotton States Advertising Agency, Atlanta, Ga., as director of plans and marketing. He previously had been engaged in advertising work in Great Britain.

Advertising Business Organized at Omaha

Stanley H. Jack, formerly with the Omaha office of the Potts-Turnbull Company, advertising agency, has organized an advertising business at Omaha, under the name of The Stanley H. Jack Company, of which he is president. Edward F. Leary is vice-president and B. P. Kissane is secretary.

New Magazine for Printing Industry

Printer's Digest, Inc., Chicago, recently published the first issue of the *Printer's Digest*, a monthly magazine for the printing industry. Norman M. French is president and manager. Lumsford S. Boies is secretary.

Baking Account for Buffalo Agency

The Wehle Baking Company, of Rochester, N. Y., and Milwaukee, Wis., has placed its advertising account with the E. P. Remington Advertising Agency, Inc., Buffalo, N. Y. Newspapers are being used.

Arthur A. Parks Dead

Arthur A. Parks, owner and publisher of the Poughkeepsie, N. Y., *Star and Enterprise*, recently died at that city at the age of fifty-six. He had been engaged in newspaper work at Poughkeepsie for the last twenty-two years.

Buys Control of Cleveland Art Service

Claude C. Moore has become sole owner and general manager of Hess & Smith, Inc., Cleveland advertising art service.

AND THEY KNOW!

In reply to a questionnaire mailed by the Buckley, Dement Company of Chicago, 191 out of 196 radio jobbers and retailers in Iowa, Indiana, Michigan, Wisconsin and Illinois (outside the Metropolitan Chicago District), prefer that the manufacturer place his advertising in their local newspapers rather than in a Chicago paper. These jobbers and retailers know from experience that a Chicago paper cannot compete with the home-town paper.

If you are interested in building sales outside the TRUE CHICAGO MARKET, use the local newspaper.

If you are interested in building sales inside the TRUE CHICAGO MARKET, then concentrate your advertising in the Evening American.

The Evening American is the outstanding radio medium in Chicago. Its standing in this classification is due solely to its ability to produce maximum sales at minimum cost.

CHICAGO AMERICAN

A good newspaper

*Largest circulation of any Chicago evening paper
and third in America*

Competition Among Association Advertisers

NORTHWEST FRUIT DISTRIBUTORS
WENATCHEE, WASHINGTON

Editor of PRINTERS' INK:

Thank you for your kind letter of June 18 enclosing a list of articles on co-operative advertising which may be of assistance in getting a Northwest campaign on boxed apples started.

Right now we are in the process of getting the organization plans completed and ratified. We have so many competitive factors out here that I sometimes wonder whether it is possible to get anything of an industrial nature started in the face of banana, orange, cranberry and every other kind of fresh fruit advertising. We certainly need something to rejuvenate the apple market and get our share of the consumers' business. I will appreciate if you have any more data that you think would be of use, if you would kindly send it along. All of us who have any connection with advertising I am afraid bear down rather heavily on PRINTERS' INK, but that is probably one of the rewards of having such a fine publication.

NORTHWEST FRUIT DISTRIBUTORS,
N. W. MOGGE,
Vice-President.

A LIST of additional articles describing in detail some of the methods used by competitive fruit growers and others has been sent to our inquirer.

Mr. Mogge brings up a question, when he talks about competition, which warrants comment. Almost every association which starts an advertising campaign has some sort of competition to meet. That is often one of the prime reasons for the advertising. But it is very likely that the competitive advertising for cranberries, oranges, bananas and other fresh fruit has helped the sale of all fresh fruit including apples, rather than hurt it.

The advertising of several other associations of apple growers in New York State, New England and New Jersey, for example, would undoubtedly help the sale of boxed apples from the Northwest. All competitive advertising for any sort of fresh fruit increases the interest in fresh fruit of all varieties. Association advertising never overcomes competition; it enables new entrants in the advertising columns to

secure their fair share of the increased business which results from increased competitive advertising. Hard competition of a constructive character is an added reason for advertising, not a disadvantage.—[Ed. PRINTERS' INK.]

Simmons Reports Sales for Six Months

For the first six months of its fiscal year, covering a period ended May 31, 1926, The Simmons Company, manufacturer of beds and bedding, reports that its net sales amounted to \$14,120,061. A profit of \$1,451,182, after depreciation and other charges, not including Federal taxes, is reported.

The profits of this period show a decrease from the figure of \$2,010,376 reported for the first half of 1925. The decline in profits in the first half of 1926 as compared with the previous year is attributed by Z. G. Simmons, president, to an unusually large proportion of sales of low-price, less profitable patterns, and to the liquidation of old-style merchandise, now about complete, to make room for the new Graceline forestwood product.

A. J. Gerlach Advanced by Kearney & Trecker

A. J. Gerlach, of the Kearney & Trecker Corporation, Milwaukee, milling machines, who has been assisting George L. Erwin, Jr., sales manager, in directing the company's advertising, has been made advertising manager. Mr. Erwin will continue to supervise the advertising department, but will act chiefly in an advisory capacity. Joseph Trecker has been appointed assistant advertising manager.

D. E. Caesar Joins Lesan Agency

David E. Caesar has joined the Chicago office of the H. E. Lesan Advertising Agency, Inc., in charge of the service department. For the last fourteen years he has been with the Charles F. W. Nichols Company, Chicago, advertising agency.

George C. Rohrs Joins Richard Hellmann

George C. Rohrs, recently Eastern advertising manager of *The Literary Digest*, New York, has joined Richard Hellmann, Inc., Long Island City, N. Y., manufacturer of Blue Ribbon mayonnaise, in an executive capacity.

New Advertising Business

D. V. Goodman, formerly with the Indianapolis *Star*, has started an advertising business of his own in Indianapolis.

Write your own ticket!

The product was a novelties catalog.

The price, ten cents.

The advertiser, the Dennison Manufacturing Company.

The space, 100 lines in TRUE STORY, placed by Barton, Durstine and Osborne Company.

The result—5,215 sales.

True Story

"The Necessary Two Million+"

"GREATEST COVERAGE—LOWEST COST"

Over a Million L

The figures are in for the first half of 1926.

The adding machines have clicked out the total---and here are the simple unadorned facts.

The Baltimore Sun (Morning, Evening and Sunday) gained 1,168,030 agate lines during the first six months of 1926 as compared with the corresponding period of 1925.

Lines Gained

Here are the figures.

Paid Advertising Lineage of the
Sunpapers for the first Six
Months of 1925-26.

	Morning and Sunday	Evening
1926	9,089,197	9,133,210
1925	8,700,558	8,353,819
Gain	388,639	779,391

Total Gain 1,168,030

*We'll let those figures tell their own story—
and let you draw your own conclusions.*

Average Net Paid Circulation for Month
of June, 1926

Daily (M & E) 247,116

Sunday - - - 188,756

**A Gain of 7,708 Daily and 5,215 Sunday
Over June, 1925**

Everything in Baltimore Revolves Around

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
Bowers Bank Bldg., 110 E. 42nd St
New York

GUY S. OSBORN
460 N Michigan Ave
Chicago

C. GEORGE KROGNES, First National Bank Bldg., San Francisco

**BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"**

the Detroit
Times does *not*
cover the
whole state of
Michigan—
there are plenty
of good local
newspapers in the
various towns
and cities of
the state—
and in the Greater
Detroit area
another evening and
Sunday should be
used *with* The Times.

Selling Law and Order by Advertising

We Are Finding Out That Straightforward and Sincere Copy Can Clear the Public Mind of Prejudices against Revolvers

By F. H. Wesson

Treasurer, Smith & Wesson

A SHORT time ago we started on a fairly large advertising campaign with high hopes and ambitions. We began it in the belief that a straightforward story of the revolver, well told, would encourage a sane and healthy public attitude toward the manufacture and sale of revolvers.

The several advertisements which have already appeared as part of that campaign have aroused such favorable comment from so many quarters that we have been led to believe we are on the right advertising track for revolvers.

What we have learned so far is a lesson that should be invaluable to any business or industry which is face to face with a strong public prejudice against its product.

Before I go any further with this story of our advertising activities, I want to set down right here that Smith & Wesson, like all other reputable small arms manufacturers, are in complete accord with all sincere and intelligent social reformers on the revolver question. We strongly recommend proper supervision and regulation of the sale of revolvers. We endorse and support legislation to that effect such as is embodied in the so-called Capper Bill.

For some years, we have been endeavoring to find ways and

means of telling the story of the revolver to the public so as to relieve the public mind of the prejudice that misinformed agitators had created.

There were, as we saw it, two courses open to us. One was the



Justice wears a Scarlet Coat north of fifty-three

Out in that vast region of northwest Canada where less than the population of a big city is sprinkled over two million square miles, they laugh at the allegory that portrays justice as a woman, blindfolded and in flowing white. Justice is a man. He has more hairs than Argus. He wears a trim fitting, brilliant, scarlet tunic. He is a member of the Royal Northwest Mounted Police. All the world knows him. He knows all the world. Where he wants, he gets. A half century ago that thought was simply a pledge on the lips of a budding organization. Today it is a tradition, unbroken, witnessed by the records of fifty years. Epics of the Service are legion. A band of Indian lords, quelling too-loudly of law-

ing lions, find their reservation. Ill-luck directed them across the border into Canada and celebrated them in a crime. The "Mounted" let them rest. A law police took them. They knew what his uniform represented. He was the majesty of the law. The robbers bowed to the redoubt.

The most efficient police force in the world may have a famous record of crime detection, it may never fail as an agent of retributive justice—but it can't prevent crime from a distance. When your home and your loved ones are threatened, when the ugly fangs of crime lurk outside your door in the dead of night, every fiber of your being cries out for protection—not punishment. What can you do?

The Revolver Manufacturer
SMITH & WESSON
BOSTON, MASS., U.S.A.

The revolver is an effective instrument in the promotion of law and order. It is an indispensable factor in the conservation of life and property and creates a feeling of security.

THE REVOLVER AS AN AID TO JUSTICE

use of "free-publicity." We were told that we could subtly change the public mind without revealing our hand or our purpose. This was the method that our misguided and really uninformed opponents had used. The other course was signed advertising — advertising which, over our name, would tell an enlightened story of the revolver without apology and without subterfuge. We chose the latter course.

Our difficulty, however, was in finding copy that would measure up to our desire.

Quite naturally, we studied all advertising effort of other arms manufacturers. That advertising, in some cases, took the form of being purely a comment to the effect that the advertiser supplied police departments. In other cases, it urged the formation of shooting clubs. In still other cases, it advocated the use of the revolver as a means of home protection.

Each of these appeals, we observed, was seized upon by the propagandist and unjustly held up to ridicule as being but a cloak under which the advertisers hoped to sell revolvers indiscriminately. We, ourselves seemingly marked time and used advertising space simply to let the intelligent public know that we were still in business. In reality, however, we were searching for a method of advertising that would rehabilitate the standing of the revolver and that would truly represent the manufacturer as an honorable citizen.

Now, the only picture the public gets of a revolver in time of peace is one that shows it as a creator of criminals. The revolver, as a whole, in reality, however, has nothing more to do with creating criminals than the automobile, the fast motor boat or the seaplane—all of which the criminal uses as freely as he can.

Someone might well ask: "Why not try to fasten the blame on the other weapons that criminals use and get the spotlight off revolvers?" But we weren't interested in any such course. What we wanted to do was to tell the good side of the revolver story to the public. The revolver had a good reason for existence. Our task was to find a way to explain that reason interestingly and tersely by word and picture. That, I believe, we have accomplished in the national advertising which is now appearing over our name.

What we are doing is selling law and order. In doing that, we are showing that the revolver exists as a means of enforcing law and order. That is the reason for the

revolver's existence in times of war and in times of peace. Our company has for years supplied the Army and Navy with revolvers. For an equally long period we have supplied police forces throughout the country with revolvers. In doing this, we are working for law and order.

So far, so good. But is it not apparent that even the finest equipped protective force in the world cannot guard every ordinary law abiding mortal at every moment he needs help? Therefore is it not the right of every human being to have a means of self-defense? And until he has that means of defense, is the cause of law and order as fully promoted as it should be?

That is precisely the point we are endeavoring to get over to the public. We are endeavoring to show intelligent people that if they want to maintain law and order they must be prepared for those moments when they will have no one to aid them in maintaining it. I don't want to create the impression that we are in any way deprecating the work of the organized forces that exist solely for the purpose of maintaining law and order. On the contrary, the backbone of our advertising is to tell the story of their work and to stir up a better appreciation of what they do in protecting the lives and property at the risk of their own lives.

Perhaps I can better explain exactly what we are doing by quoting the copy of the first advertisement. This advertisement carried a large-size painting of a policeman standing close by the lighted entrance of a tenement house. Beneath that picture was a heading: "Law and Order Keeps Its Constant Vigil." Then followed the copy:

With what pride the cosmopolitan views that magnificent body of men—the metropolitan police force. From the smallest organized force in the littlest village to the greatest force in the greatest city, the blue-coated policeman is a nationally respected character. Athletic, intelligent and aggressive, he conscientiously patrols and rigidly keeps peace in those sections where minor offenders are purely an annoyance. Where, however, the criminal runs amuck, he is self-sacrificingly aggressive in bringing the offender to justice, often at the sacrifice of his own life.

The Evening World

NEW YORK

Where the Big Stores Place Their Advertising

TWENTY-EIGHT per cent of all Dry Goods Advertising printed in the standard sized evening newspapers of New York during the first six months of this year appeared in THE EVENING WORLD.

THE EVENING WORLD'S gain of 584,072 lines in this classification was more than the combined Dry Goods increase of *The Sun*, *The Times* (daily and Sunday) and *The Herald-Tribune* (daily and Sunday). Thus, THE EVENING WORLD, issuing six papers a week, piled up greater gains than the combined twenty papers issued by its three most active competitors for the business of New York's big stores.

A record such as this carries the utmost significance not only to the smaller advertiser but to the national advertiser seeking New York outlets.

PULITZER BUILDING
NEW YORK

TRIBUNE TOWER
CHICAGO



The Favored Evening Newspaper in the New York City Home

Sensational newspapers criticize him; politicians harass him; but within his jurisdiction he is the nearest thing to perfection in his administration of law and order that modern civilization has been able to create.

But our police *are* human. The officer has but two legs and two eyes and can only be one place at a single time. He is a protection, a safeguard to you only if he is within call at the time of your emergency. Then seconds count and yards are measured by miles. There may be one time in your life when you need his protection and at that time he may be at the other end of the beat.

Beneath such copy we put our name and trade-mark and below that we are using in every advertisement two brief sentences which explain the thought of all of this advertising. In those two sentences we say: "The revolver is an effective instrument in the promotion of law and order. It is an invaluable factor in the conservation of life and property and creates a feeling of security."

Just as we have used the metropolitan police as the text of this advertisement so we have used and shall use others who work for law and order, such as the sheriff—the marine police, the Black Watch, and the Royal Mounted.

As I have indicated at the outset, the reaction so far has been highly favorable. The public understands our message and police officials and officers of the law appreciate it. From all parts of the country we are receiving requests for copies of our advertisements from police officials, railroad and express companies. We have gladly sent copies on to them, although at the beginning we had no thought that there would be such a demand and were not prepared to meet it.

United Fruit Profits Increase

The net profits of the United Fruit Company, Boston, for the second quarter of 1926, amounted to approximately \$8,000,000. This compares with \$7,000,000 in the same quarter last year and \$5,000,000 for the second quarter of 1924.

Milk Cap Account for Toronto Agency

The Purity Milk Cap Company, Ltd., Toronto, has placed its advertising account with the F. W. Hunt Agency, also of Toronto. A newspaper campaign is being prepared.

Pacific Coast Office for Crowell Publications

The Crowell Publishing Company, New York, has opened a Pacific Coast office at San Francisco. PRINTERS' INK is informed by Frank Braucher, advertising director. The Crowell company publishes *Woman's Home Companion*, *The American Magazine*, *Collier's*, *Farm & Fireside* and *The Mentor*.

W. Hubbard Keenan has been appointed Pacific Coast manager. He has been with the Crowell organization for a number of years, more recently as a member of the Chicago staff of the *Woman's Home Companion*.

Arthur W. Thompson to Head Philadelphia Utility

Arthur W. Thompson, president of the Philadelphia Company of Pittsburgh, at a recent meeting of the board of directors was elected president of the United Gas Improvement Company, Philadelphia. He succeeds Samuel T. Bodine, who becomes chairman of the board. Both the elections become effective September 1. The Philadelphia Company, of which Mr. Thompson is the head, controls the gas, electric light and transportation utilities of Pittsburgh.

G. W. Small Advanced by "The Literary Digest"

George W. Small, of *The Literary Digest*, New York, has been appointed Eastern advertising manager. He succeeds George C. Rohrs, whose change of position is reported elsewhere in this issue.

E. Earl Newson has joined the staff of *The Literary Digest*.

Detroit Agencies Merge

The Fox Advertising Agency has been merged with the Tom H. Bartel Company, both of Detroit. H. V. Fox has been elected vice-president of the Bartel company, of which Mr. Bartel is president. Mr. Fox was formerly in charge of the Detroit office of J. H. Newmark, Inc., New York advertising agency.

Houde Appoints Henri, Hurst & McDonald

The Houde Engineering Corporation, Buffalo, N. Y., has placed its advertising account with Henri, Hurst & McDonald, Chicago advertising agency. The Houde company manufactures Houdaille shock absorbers and Scully Spring Covers.

"School and College Cafeteria" Changes Name

School and College Cafeteria, beginning with its July issue, changed its name to *School Feeding Management*. This magazine is published by Management Magazines, Inc., Chicago, which also publishes *Club Management* and *Cafeteria Management*.

"Lagniappe"



"LAGNIAPPE" in Creole New Orleans came to mean "the extra bit that isn't charged for"—the sprigs of parsley that came with the vegetables, a truculent crab presented to Madame with the big fish bought for dinner, perhaps a sweet pepper or so for the salad. But no matter what it was, Madame who shopped carefully preferred always to shop where the quality was best AND where one received "lagniappe."

Today in New Orleans careful space buyers prefer The Times-Picayune—the "lagniappe" is the extra profit from their advertising, for with The Times-Picayune's dominant volume of circulation, its almost 100% coverage of New Orleans' able-to-buy homes, automatic reader acceptance and dealer good will are gratis.

The Times-Picayune means more to its readers than the average home delivered, home read newspaper, for back of today's leadership and prestige stand 89 years of truth and service.

The New Orleans Times-Picayune

Member 100,000 Group of American Cities, Inc.

Representatives: Cone, Rothenburg & Noe, Inc.
Pacific Coast Representatives: R. J. Bidwell Co.

Massachusetts
sells hundreds of farms
through a
small advertisement
in

The Country Gentleman

THE COMMONWEALTH OF MASSACHUSETTS
DEPARTMENT OF
AGRICULTURE

State House, Boston,
May 28, 1926.

The Country Gentleman,
Philadelphia, Pennsylvania.

Gentlemen:

I am sure you will be interested to know of the excellent results which we have obtained from advertising in *The Country Gentleman*.

The Department of Agriculture placed a modest advertisement of Massachusetts Farms for Sale and many hundreds of replies from all over the country have been received.

As a result many hundreds of Massachusetts farms have been sold to prosperous farmers from various parts of the United States.

Very truly yours,

(sd) ARTHUR W. GILBERT
COMMISSIONER

The Country Gentleman

The Modern Farm Paper

More than 1,200,000 a month

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago
Boston, San Francisco, Detroit, Cleveland

Steadily growing greater not only in influence but also in the numbers it influences, **BETTER HOMES and GARDENS** will base its advertising rates upon a net paid guarantee of 850,000 beginning with the January issue. Until then advertisers have the advantage of excess circulation at the present rate.

BETTER HOMES and GARDENS

E. T. MEREDITH
PUBLISHER

DES MOINES
IOWA

Some Experiences Selling Industrial Items in England

A Brief Report of a Recent Business Trip Which Resulted in Opening Two Decidedly Worth-While Accounts

By K. G. Merrill

Vice-President, M. B. Skinner Co.

RECENTLY, I made a business trip to London selling industrial products—engineers' tools and automotive tools. While there, I made a number of observations and discoveries which executives in various lines may find suggestive.

It would seem to me that the first thing to speak about is the fact that in selling English jobbers one must allot two or three times the time to the job that one would expect to use in selling American jobbers. They move slowly. This is not said in any derogatory sense, either, because once they move the speed with which they get into selling stride is nothing short of amazing. In other words, a great deal of the delay which one encounters in England is caused by the fact that the jobber while considering your proposition, is also laying a ground work for the selling of it.

The result of this is that—well, let us take my case: It took me six or eight weeks to land an order, but by the time I had reached home (I stopped off at New York a week after landing) *two re-orders* had reached the office besides my initial stock order. You may bank on this: An English house will not take on your line unless they are going to work it. Once they have made up their minds that it is something they want, you can expect an apparent single-mindedness of purpose that you rarely get from an American jobber.

Let us next consider the subject of discounts. Be careful. We Americans have a large way with us. We have a feeling that where goods sell at a discount of 25 per cent or 30 per cent to the jobber, 1 per cent or $\frac{1}{2}$ per cent one

way or the other doesn't make much difference. Don't make the mistake of thinking that it doesn't make a difference to a British merchant. A quarter of 1 per cent or $\frac{1}{2}$ of 1 per cent is a very real factor in his eyes, and to be casual about it when you talk to him, is to breed distrust. He simply cannot imagine how the matter of $\frac{1}{4}$ of 1 per cent can be treated lightly. They figure closer than we do; much closer.

One Englishman told me: "Mr. Merrill, you Americans have no more idea of figuring prices than fourth form school boys. You come in here and tell me that the discount is 25 per cent. I ask you for certain co-operation in an advertising way and you reply: 'Certainly, it only amounts to $\frac{1}{4}$ of 1 per cent of the amount involved.' Don't speak that way about $\frac{1}{2}$ of 1 per cent, Mr. Merrill. It is a mighty important thing to a British house."

ARE WE CARELESS WITH FIGURES?

We Americans are perhaps a little too easy in the matter of figuring discounts and costs. We are very prone to say to ourselves: "Oh, what's the difference; it only amounts to 2 per cent of the amount involved; let 'er go." I'm not saying the English are right in their attitude, but I say that this habit of careful figuring which they have developed is something that should start us thinking, anyway.

I don't mean to imply that the English are prone to drive a distressingly hard bargain. Far from it. When it came to the matter of freight charges on a certain large order which I finally sold a man, I put it up to him frankly, as follows: "Mr. Blank, this is

the first time I have ever sold a large order for automotive tools to an English concern. I want to be absolutely fair; I want to make this business profitable to you. How would you feel if I said that I would make the terms of this order F.A.S. Steamer, New York instead of the customary 'F.O.B. New York'—wouldn't that split it halfway? In other words, the amount that I pay would just about equal the amount you pay for getting the goods set down here." He agreed instantly, saying that it was not so much that it saved him a few shillings cartage to make the terms F.A.S. Steamer, New York, rather than F.O.B. New York, but the fact that they wanted to feel that the manufacturer's care did not end until consignment was on board the ship at New York; then they were perfectly willing to assume the transportation charges, the marine insurance, and the cartage after it got to England.

My other account, a large jobber in engineers' appliances, readily assented to the same arrangement and, a point on which I had expected wrangling, was solved without any difficulty whatsoever.

The English jobber expects exclusive representation. Our line is sold in Cleveland by three jobbers; in New York by at least fourteen jobbers. We have always maintained an open selling policy—selling all jobbers.

After two weeks in England, I had to discard this selling policy. The English jobber simply will not take on a line that he cannot control and I, for one, do not blame him. Because of the co-operation which he gives, and the amount of money which he spends on your line, he likes to feel that he is going to get the sole reward from it. Furthermore, he does not consider it a light matter. Once he has decided to take it he intends to keep on stocking the line and selling it. He looks on it as a permanent proposition, something that will be sold off his shelves when his grandchildren are stepping into his shoes.

This brings up the point of their

respect for age in business. An English house likes to deal with a concern that has been in business for twenty-five years or more. I remember the first time I talked to them they said: "How long have you been in business, Mr. Merrill?" I replied, "About twenty-seven years." "Well," they replied, doubtfully, "no doubt you will be pretty well established in another twenty-five years." I bring this up with the hope that any reader who represents a concern of long standing will remember to mention the fact if he ever gets to England. Age means a great deal to them and I could write another article on the subject of their extraordinary soundness; the unusual surpluses, the tremendous stocks found in British jobbing houses.

DETAILS ARE IMPORTANT

Another experience that will be somewhat illuminating is one that developed when I had received a large stock order for engineers' tools and was going over some of the details of advertising co-operation. I showed a certain cut in our catalogue which I proposed sending them and the British merchant looked at it closely and then at the aluminum sample which I had with me and he said: "Why, Mr. Merrill, these are not the same. We couldn't use that cut; it doesn't represent the goods truthfully." What do you suppose I found? I found that in the cut a bolt was in a slightly different position from where it was in the sample. It had no bearing on the operation of the tool, on its value or on its range. It had absolutely nothing to do with the tool at all and had simply been changed to another position for expediency's sake. Fortunately, I did not try to persuade him to use the cut. The English jobber is so careful, so utterly, devastatingly careful that even the difference in position of one small bolt brought to his mind an apprehension of misrepresentation, and he could not stomach it.

This naturally leads us to the subject of advertising co-operation. One gets splendid advertising co-



The illustration depicts a man in a ruff collar and a tunic with a palm tree and sunburst emblem. He holds a banner that reads "The Miami Herald". The entire advertisement is enclosed in a decorative border.

**—gives
you more on
each count**

- 15% more circulation—
95% home-delivered;
- 58% more advertising to
help carry your own;
- a wider audience among
the more substantial
Miami families;
- thus, more ready access
to a market that de-
mands more and more
attention—that is grow-
ing more rapidly than
any other in the world.

Facts easily verified.

The Miami Herald

"FLORIDA'S MOST IMPORTANT NEWSPAPER"

Frank B. Shutts, Publisher

operation in England. After the orders were placed, I think I spent two or three days with this engineers' supply house, working out the details. In the first place, they said that they would immediately get out a catalogue showing our line. I was aghast; never heard of such a thing in my life, and I doubt whether any American manufacturer who sells to American jobbers ever dreamt of it either. Our catalogue as it was issued would not do. No. It was American. It was made up after American standards: in design, in layout, in type, it looked American. To be able to sell my line this Englishman knew perfectly well that his catalogue had to look British to the core.

Well, inasmuch as this catalogue they were going to get out would save us sending them an equal quantity, it seemed to me only right to offer to pay them what that number of our catalogues would cost. They gladly accepted the offer and brought out their own edition of our catalogue.

How beautifully British, how utterly English it looked! They sent it to some 15,000 ironmongers all over England within a few weeks after the cuts arrived and it sold goods—lots of them.

Now, as to resale prices—I made the mistake of trying to set them, and shall not do it again. Let the English merchant figure his own resale prices. He will do a good job of it, allow himself a good profit and set a price at which the goods can be sold in proper quantities. In the tool line, at least, they have an entirely different jobber-dealer-consumer structure, and it goes without saying that they understand their conditions better than we do.

A word as to the personal side. My experience with British business men is that they are as fine a set of fellows as one meets anywhere. Cordial, shrewd, honest, careful far beyond our conception of the word, it is a pleasure to sell them and a satisfaction to do business with them as time goes on. We chose to sell them on open account and although they con-

sidered sixty days as prompt payment, checks come in with clockwork regularity.

Finally, let me say that the two accounts that I established over there—one in the engineering, the other in the automotive line—have prospered. We are getting wonderful co-operation, and are mighty glad we have them working with us.

Commercial Photography to Feature Convention

Commercial photography will feature the forty-fourth annual convention of the Photographers' Association of America, which will be held at Chicago from August 23 to 28. Commercial exhibits from all parts of the world will be held in connection with the convention. According to a survey just completed by the research department of the association, commercial photography in America has developed into a \$50,000,000 industry and at the present time the business done by commercial photographers is fully 50 per cent in excess of that at this time last year.

South African Publishers Appoint John D. Hamilton

The National Press, Capetown, South Africa, publisher of *Die Burger*, *Die Volksblad*, *Die Huisgenoot* and *Kerbode*, Dutch language publications, has appointed the John D. Hamilton Company, foreign publishers' representative, as advertising representative for the United States and Canada. This company has also been appointed representative by the *South African Motorist and Industrial & Commercial South Africa*.

"Electrical Record" Appoints New England Representative

J. S. Rogers has been appointed New England representative of the *Electrical Record* and the "Gage List of Electrical Buyers," published by the Gage Publishing Company, Inc., New York. He succeeds the late E. E. Wood, who had been associated with the Gage company in this capacity for many years.

J. A. McDonald Joins Evans, Kip & Hackett

J. A. McDonald, recently with the New York office of Lord & Thomas, has been appointed space buyer of Evans, Kip & Hackett, Inc., New York advertising agency.

Water Wing Account for H. A. Calahan Agency

The Ayvad Manufacturing Company, Hoboken, N. J., water wings, etc., has appointed the H. A. Calahan Company, New York advertising agency, as advertising and merchandising counselor.



Influential America In 1088 Cities

The United States Daily Is a Need
Paper to the Key Men Over
the Entire Nation

An analysis of our circulation shows:

That The United States Daily is read in 1088 cities in the United States, where it reaches the leaders in business, in finance, in Government, in professions, in civic affairs—in short, the people who “have the say.”

That its importance has spread into every foreign nation in the world, where it is read by the outstanding men in first rank cities.

The United States Daily therefore offers advertisers this unusual attainment, a *daily* contact with a *national* audience of leaders.

Never before has there been a medium that places you so directly in contact with

Influential America

The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative,
Executive and Judicial Branches of the Government of the
United States of America*

DAVID LAWRENCE
President

Washington

VICTOR WHITLOCK
Vice-President and
Director of Advertising
San Francisco Office:
Bulletin Building

New York Office:
52 Vanderbilt Ave.

Chicago Office:
London Guarantee Bldg.

What have you to sell in L Here is a little evi help you to an adv

MORTGAGE INSURANCE

"Of forty coupons returned by prospective purchasers, of Insured First Mortgage Certificates, 21 bore unmistakable evidence of having appeared in our advertisements on the financial pages of The Los Angeles Examiner. This was four times as many coupons as the medium nearest your record produced."

Mortgage Insurance Corp. of California

WOMEN'S SPECIALTY WEAR

"With a material decrease in our advertising appropriation against last year, we increased our sales 32% Monday. We used only The Examiner . . . we were absolutely unable to take care of the crowd."

Maxime's, 519 So. Broadway, Los Angeles

DEPARTMENT STORE MERCHANDISE

78,350 people laid down cash in Walker's Fifth Street Store in Los Angeles recently, on the occasion of its Annual Booster Sale. Of 11 pages of newspaper advertising heralding the event, 9 appeared in The Examiner.

TIRES

"We put out over 1900 tires during the week . . . only two newspaper advertisements were used. One on Sunday, in the Automobile Section, the other a 40-inch midweek advertisement, both in The Examiner."

Corduroy Tire Stores, Inc.

B. Loren Welch, Secretary and Treasurer

170,000
Daily

CHARACTER
QUALITY
Los Angeles
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

T. C. Hoffmeyer
West Coast Representative
571 Monadnock Bldg.
Telephone Garfield 3858
San Francisco

W. W. Chew
Eastern Representative
1819 Broadway
Telephone Columbus 56
New York City

sell in Los Angeles, gentlemen? the evidence that may an advertising decision

\$850 BRUNSWICK PANATROPES

"There was directly developed, from this one exclusive insertion, over \$13,000 worth of business. No words of mine can strengthen the actual facts of the case. You ran the advertising, we did the business!"

*Howard L. Brown, District Manager
Brunswick-Balke-Collender Co.*

"If we could but accomplish the same things at all points throughout the United States where we advertise, as we do in the 'Examiners' of California, our problem would be a very happy one."

*H. D. Leopold, Advertising Manager
Brunswick-Balke-Collender Co.*

FOODSTUFFS

"On the Monday following (14-page section exclusively in The Examiner), our business increased over 16% over the average sales for the previous six Mondays."

*Piggly Wiggly Western States Co.
A. J. Jones, President*

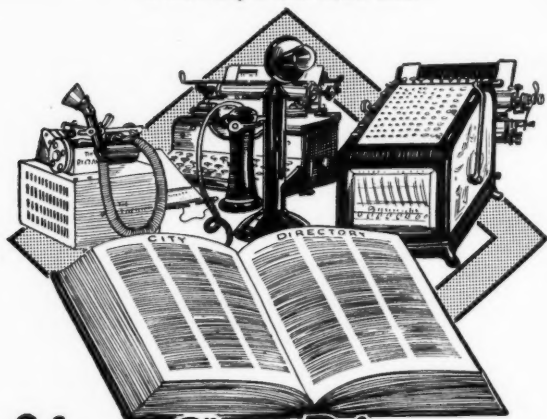
Sell it in Los Angeles with The Examiner; tell it to more than half a million readers daily, more than a million and a half readers every Sunday. The Merchandising Service Department will help you put your story over with the dealers, bring its enthusiasm and knowledge to bear to increase your distribution, and in many ways make this market an easy one for you to enter.



390,000
Sunday

Wm. H. Wilson
Mid-West Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

"Where Buyer and Seller Meet"



Your City Directory *A Dependable Utility*

Consistent Advertisers Testify to Value of this Medium

Your City Directory is the unfailing ally of the nation's business. It is ever available for reference when the buyer wants to learn the source of supply for a needed commodity. Consistent City Directory advertisers continually testify to the efficiency of their representation in this respect.

Being an accurate, concise, easily consulted index of the municipality it represents, it is but natural that it merits the dependence placed thereon. Your

name is there. So is your business. But, is it sufficiently well emphasized and detailed as to take first place in the consciousness of the information seeker at that critical time when the desire to purchase is paramount?



*This trade mark appears
in directories of leading
publishers*

Detailed facts about this important form of advertising are contained in the booklet *"Directories; What They Are, How They Function and Their Place in Advertising."* A copy will be sent free upon request on your business letterhead.

**ASSOCIATION of
NORTH AMERICAN DIRECTORY PUBLISHERS**

Headquarters

524 Broadway, New York City

Which Should Be Featured: Picture or Type?

The Answer Usually Is: Give Them Both Equal Prominence

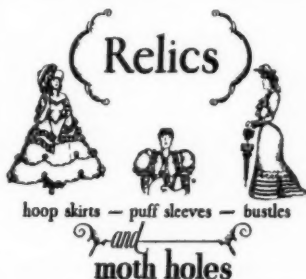
By a Commercial Art Manager

IS it rather generally the case that the illustration and the typography deliberately draw apart, occupying prescribed positions, upon which neither must transgress? Are they somewhat distant, with sharp definitions and barriers set up? The artist says: "This specific space is mine, Mr. Typographer. You must not intrude. Keep your distance. I prefer to go it alone. I will get across my message with no assistance from you. I believe that type is a distraction. It takes attention away from my picture and this is exactly what I do not want."

And, in turn, the typographer is apt to remark: "It is all right to have the advertisement illustrated, but nothing must interfere with my set-up; the grace and charm, and balance of my composition. Frankly, if I had my way, I would run type, and no illustration at all. Then my own art could assert itself without restraint. These dabs of pictures are forever getting in my way and attracting the reader's eye, when he should, by every manner of reasoning, concentrate on the advertiser's message. If there must be a picture, keep it well away from my work."

Present-day procedure indicates that these barriers are being broken down and that a closer contact is being sought between picture and text. They do more than walk side by side through a campaign; they form a tapestry, a design, meshing closely, and operating in ideal harmony. If possible, they do not seek to express individual ideas, each complete in itself. The illustration is sometimes a postscript, or a piece of the pattern of type. If the picture can be made to lead the reader directly into the text, so much the better.

Formerly, an advertisement might contain an illustration which was in every way self-sufficient. With its headline or title, it represented a complete document.



THERE is a new, modern way to protect all your woolen things from moth-damage. An easy way. A sure way! Spray them all with Larvex!

Here is what happens. The Larvex penetrates the wool fibres, becomes part of the fabric, and makes the cloth itself mothproof — absolutely safe from all moth-attack.

One thorough spraying lasts an entire season. That's all the protection you need. You don't have to pack things away. Once a woolen article is mothproofed with Larvex you could cover it with moth-worms and not one would take a single bite. Nor do your things come out in the Fall strong with unpleasant odors. Larvex is odorless. Non-injurious and non-inflammable, too. Follow carefully directions which come with bottle, and you will have no further trouble from moth-damage.



HOW TO BUY LARVEX

HERE ILLUSTRATION AND TEXT DO NOT
VIE WITH EACH OTHER FOR ATTENTION—
THEY WORK TOGETHER

The copy writer picked up a new line of thought, and went on his own.

Here are a dozen instances of this more sympathetic relationship between artist and typographer, each indicative of a new and substantially different method.

"What Is the 'Man's World' Saying?" asks a Barbasol advertisement. A cartoon man, at the top, in his bathroom, bends down and forward, hand to ear, in a listening attitude. From that ex-

pectant ear radiate fine lines which terminate at various paragraphs of the text. It is a tapestry composition in every sense of the word, picture and type assembled as a whole.

In a small quarter-page design for Wittlife Bed Braces, it just so happened that the braces, when set up, were of the exact proportions of the advertisement and they left a series of odd shapes top and bottom, and at the sides. By setting type in some of these mortises, and placing pictures in others, the entire quarter-page became a design, a tapestry of words and picture, without in the least confusing any of these parts. Moreover, a most unconventional arrangement resulted, differentiating the advertisements from the general run.

TYING A DOG TO THE TEXT

"Hound Out Waste," headlines a Timken Bearings advertisement, and while the illustration at the top occupies a space all its own, and the typography is compactly set, beneath, with no other pictorial effects to confuse or intrude, the two, nevertheless, are perfectly synchronized. The very position of a great hound dog, its nose pointing into the headline and the typography does this successfully. That sniffing nose and the crouching pose link the two admirably.

A most ingenious idea was evolved for an entire series of Camel cigarette displays, in color in periodicals and black-and-white in newspapers. The illustrations were so drawn that they ran from side to side of the space, but, after a few lines of opening text, above, a white mortise was cut right through the picture, down which the typography poured in a living stream, and this text was descriptive of the scene on either side. Here was synchronism again, deftly planned.

One of the most effective methods, of course, is to punctuate paragraphs with pictures, avoiding congestion, confusion and a too-patchwork design. When wisely handled, such displays form

an ideal blend of picture with type. It is really using illustrations as illustrations were meant to be employed.

Often the spirit of the copy can assist in a complete realization of this, as in a White Star Steamship Line piece of copy. "Madame's Day at Sea" is described in choppy little sentences, between each one of which a simple vignetted illustration is placed. But mark the fact well, that this is not done indiscriminately. Composition holds good. The amount of white space involved is all studied out with great care.

"Madame yawns luxuriously," the narrative begins, "and opens her eyes to meet the smile of a soft-voiced stewardess. Breakfast in bed. If you wish. Probably in your cabin: it is so restful." And Madame is shown at this juncture, gracefully yawning. And now: "Up to a sun-brightened deck, a couple of laps around at a brisk pace, a loungy half-hour in a deck chair, reading or dreaming." The artist now joins in with a study of Madame in her deck chair. "Eleven o'clock, boullion. And then a new zest for action. Perhaps a few sets of deck tennis, or a game of shuffle-board. (It is fascinating.) Or a dip in'to the pool." The artist obliges with Madame's picture as, in a tidy bathing suit, she leaps into the pool.

"A savory luncheon," the little story resumes, "a bit of a rest in the sunshine, and off for the afternoon's deck-walk. Then perhaps a few rubbers of bridge till tea-time. A chat in the lounge. Below for a bath and into dinner togs." There is just a nook here for Madame pictured as she walks breezily down the deck. And: "After dinner, coffee in the lounge, then dancing, or, if you prefer, bridge. And, before you tumble in, a last turn on deck to marvel at the myriad stars or the silver path from the moon to the rail." Then more pictures, to taper the tapestry off nicely.

With what charming words and pictures, this story is told and how wonderfully they operate together,

5 out of 7

THE total number of different families who buy and read newspapers is the maximum market for a newspaper advertiser.

Newspaper Publishers in New Orleans are agreed that there are 70,000 families in the city who read newspapers. This is the maximum market in New Orleans for a newspaper advertiser.

*Five out of seven families in New Orleans
who read any newspaper read The Item.*

New Orleans Item-Tribune.

National Advertising Representatives:

GEORGE A. McDEVITT CO.

250 Park Avenue, New York

Peoples Gas Building, Chicago

arm in arm, as it were, right on through to the end.

It is a mistake to assume, as so many do, that to cut a mortise in the centre of an illustration, and place type there, means close harmony between the two. There is as much sharp division as when the picture is placed against white paper, at the top, and the type arbitrarily beneath, each in its own separate plot of segregated ground.

The same old conditions hold good, with no more than a change of method. And the great trouble with such layouts is that they are very apt to split up an illustration into fragments which, in turn, detract from the text and make it all the more difficult to concentrate upon.

In other campaigns, advertisers are likely to believe that the tapestry effect can be obtained by superimposing the text in white or black, over the illustration or some part of it, at least. But what is secured in one direction is lost in legibility. Superimposed type is practically always unwise.

It has been found that a certain number of lazy readers, or those who are inherently indifferent, look at the picture and pass on. This should not be, of course. The ideal illustration is the one which whets the appetite for an investigation of what the advertiser has to say.

The moment the drawing is so self-sufficient, as a complete unit, that the reader does not feel it is necessary to go further, that moment a weakness is developed which should be corrected. However important the picture, it is, and should always remain, a contributory factor only, in campaigns where there also is a considerable quantity of text.

The reader's interest in the message should not end with the illustration, as is often the case. Where the entire story is told in picture form, with but brief copy and headlines, this point is not vital.

The composition of type and picture, in a given space, is more important than might be supposed. Some arrangements tend to fuse

these units, although they may be separate, in the usual sense. If, as an example, in page size, the illustration, in halftone or line, placed at the very top of the space, is made the same width as a block of text beneath, it will more satisfactorily fuse in with the reading matter than if it is of some unusual spraddling shape. The eye follows down the even lines of picture and type, accepting them as one solidified whole.

When part of an illustration trails off, by means of vignetting, into the typography, this is another helpful influence. It is frequently possible to have some part of an illustration project into a type block, and thereby not alone direct the eye there, but connect them by a visible thread of interest.

In a series for shoes, photographs were taken of beautiful young women, in poses which brought the downward sweep of a graceful foot and ankle, and the halftones were cut away in such a manner, that the toe of the shoe actually touched the first word of the text.

HEMMED GLASSES

In an entirely new series for No-nik Safedge glassware, a new idea is employed to blend picture with type. "Who ever heard of a 'hemmed' glass?" is the rather amazing headline. It is explained as follows: "Nobody. Yet, in effect the patented rim on No-nik glassware is like the tiny rolled hem on the beautiful hand-made garments you get from France."

By setting up the text, and there is quite a good deal of it, and then having the artist make his illustration on the proof, the melting of picture with type is simplified materially. But observe the cleverness with which it is conceived: There is a pen outline sketch, with very little detail, of one of the handsome tumblers, tilted, its rim over part of the typography. As the glass is transparent, the message can be read through it with ease. In sympathy with the headline and the copy idea, a needle is placed between the two columns of text, while



"There's no place like home"
—and the Graphic goes there

Furniture Advertisers Prefer Graphic

For the first six months of this year, the New York Evening Graphic led every other New York evening newspaper, with one exception, in the number of lines of furniture advertising published.

Certainly this is an indication of two factors which make the Graphic a great advertising medium.

The Graphic brings results to its advertisers and—

The Graphic is a great home newspaper.

NEW YORK
EVENING
GRAPHIC

Harry A. Ahern, *Advertising Mgr.*

25 City Hall Place, New York

Charles H. Shattuck, *Western Mgr.*

168 N. Michigan Ave., Chicago



The Survival of the Alert

The phonograph couldn't
foresee the radio

Interurban railways couldn't
foresee the motor car

Cotton weavers couldn't
foresee rayon

Neither can Today's
industries foresee to-
morrow's competition



Check this Thought:-

Isn't the highly successful business today the one which has been constantly alert in seeking new markets and developing by-products?

A business magazine of national circulation is a big help.

NATION'S BUSINESS

Washington

222,000 Circulation (Member ABC)

the thread runs up this narrow white space and loops its other end around a significant word in the type above.

In every way, this No-nik advertisement illustrates the story which the present article desires to put forward. The artist and typographer had no battle. They started out, in unison, to produce something which should represent a partnership. The picture would mean nothing without its accompanying text. And the very character of the artist's work causes the reader to want to discover what it all means. From the picture alone, no complete message would be secured.

The product is pictured, an idea connected with the virtues of this product is also illustrated, and both are worked right into the fabric of the story which accompanies them. At no time is there the suggestion of independent relations.

Dealers' Copy Compares Advertised Prices of Other Cities

The basis of a buy-at-home advertising campaign recently conducted by the merchants of Butte, Mont., was published comparisons between prices for similar articles as advertised in Butte and other cities. Newspaper advertising of a given week was compared, and excerpts selected for publication in large display space.

During buy-at-home week, an advertisement thus compared Butte laundry prices with those advertised in Minneapolis and Chicago. Electrical appliance copy, giving descriptions and prices prevailing in Minneapolis, was compared with those of Butte. Similar advertising comparisons were made for women's wear and jewelry.

The comparisons, of course, were to the advantage of local advertisers.

Manz Corporation Appoints F. J. Roetzel

F. J. Roetzel, formerly sales manager of the Cuneo Press, Chicago, has been appointed Eastern representative of the Manz Corporation, engraving, Chicago. He will have his office at Cleveland, covering the East from that headquarters.

C. R. Adams, Business Manager, Syracuse "Herald"

Charles R. Adams, for two years vice-president of the Duluth, Minn. *News-Tribune*, has become business manager of the Syracuse, N. Y., *Herald*.

International Trade Barriers to Be Discussed

The fourth general congress of the International Chamber of Commerce is to be held at Stockholm on June 27, 1927. Among the important topics which it is planned to discuss is the question of international trade barriers. A special committee which has been appointed to study this problem has already received a report on the difficulties encountered by American business in the promotion of foreign trade, submitted by Julius H. Barnes, chairman of the American sub-committee.

The work of the trade barriers committee calls for a study of artificial restrictions and impediments to international trade, such as unreasonable customs regulations, arbitrary import and export prohibitions, unreasonable consular fees and procedure, customs and tax discriminations, and legal barriers affecting rights of foreigners. From all the material submitted by the sub-committees of the various countries, the committee will draft its recommendations for consideration at the Stockholm meeting.

Gillette Safety Razor Net Income Increases

A net income of \$6,093,674, after charges, is reported by the Gillette Safety Razor Company, Boston, for the six months ended June 30, 1926. This compares with \$5,737,473 for the first half of 1925. The present production of the Gillette company is based on an output of 75,000 razors and 2,000,000 blades daily.

S. B. Brigham, Vice-President, Inland Newspapers, Inc.

S. B. Brigham, formerly Eastern manager of Carpenter & Company, publishers' representatives, has become associated with Inland Newspapers, Inc., publishers' representative, Chicago and New York, as vice-president. His headquarters will be at New York. He was at one time American representative of the Northcliffe Press.

"The Pet Shop," a New Magazine

The first issue of *The Pet Shop*, a magazine for dealers selling birds, animals, fish and other pet stock, has been published by the Jos. Byrne Publishing Company, Inc., New York. The new publication has a page size of 9 by 12 inches.

L. D. Gehrig Leaves Rochester "Journal-American"

L. D. Gehrig, advertising manager of the Rochester, N. Y., *Journal and Post-Express* and *Sunday American*, has resigned to enter his own publishing business. He is succeeded by Edwin J. W. Huber.

The New
DELINEATOR



*The true Story of a
Man who had a
New body built
for his old Pierce-
Arrow chassis ' '*

IT was not a question of money. This man spent \$4,800 for a new custom-built body on a Pierce-Arrow chassis that he had run for years.

Here is what he said:

"Although I have owned many machines of different makes, this car has always taken me where I wanted to go and brought me back again.

"It has gone only 45,000 miles and is good for 250,000 more by putting a new body on it.

"I now have all that is possible in appear-

ance and I am on a chassis that I know is good."

The above story—a true one—fits aptly the new Delineator. This man's wife should be a subscriber and probably will be; a woman who is thoroughly modern but who values deeply things or institutions of proved excellence.

There is no publication in the world with finer traditions than the Delineator for usefulness to women throughout the civilized globe.

No part of this sound basis of worth will be sacrificed when, on November first, The Delineator and The Designer are combined in one magazine to be known as *Delineator*.

The chassis—if you will—that through the years millions of women have proved reliable, will be kept. On it is being built the finest body that modern taste can construct.

Delineator will be new in appearance, new in its interpretation of service, but old in the integrity of its intent to serve and its knowledge of how to make itself indispensable to the women of its time.

The price of the new Delineator will be raised to 25 cents a copy.

The circulation, from the November issue, will be guaranteed at 1,250,000.

As the present combined circulation of Delineator and Designer is 1,700,000, guaranteed, it is apparent that for some time to come the advertiser will be receiving several hundred thousand excess circulation.

The new Delineator appears the first day of November and closes September 1.

THE BUTTERICK PUBLISHING COMPANY

S. R. LATSHAW, *President*



Instructions to an Agency Writing Staff

An Index Expurgatorius for Copy Writers

By F. R. Feland

Vice-President, George Batten Company, Inc.

SEVERAL years ago, in a talk to the writers here, I pointed out a number of baggy-kneed and shiny-seated phrases with the suggestion that we cease to use them in our copy.

Recently, I have noticed a few of them nosing out again and intruding their shabby presence in advertisements that are otherwise well-written.

This is only natural. A number of our people did not hear the original talk. Also, clichés crushed to earth will rise again. No one can avoid using them in speaking or writing, but when one of these meaningless, unconvincing, dowdy locutions does worm its way off the point of your pencil, please go back over your copy, decide what it was you wanted to say and say it.

Here are a few:

As "this" as it is "that."

E. G. "Antler Hatracks are as distinctive in appearance as they are durable in service."

That doesn't mean anything. It is not a "meaty" sentence. The only possible excuse for this phraseology is that only a few words are employed to convey an impression of good looks as well as durability. But comparing two unknown qualities cannot give a conception of a known quality. One might as well say that the ascidium is less globular than the xanthidia.

Most comparisons are bad. The above is no exception. But to compare two qualities in the same merchandise is "ad-smithy."

There is a "this" for every "that."

E. G. There is a Findo Filing Cabinet for every business need.

A sentence like this is usually the result of laziness or weariness. The writer has completely for-

gotten that his reader's interest is bound to be concerned with a specific need, and is writing the kind of copy we used to think good enough for trade papers in the days before our Trade and Industrial Division showed us the better way.

It's the Whozis "that counts."

E. G. "That counts" is a poor, weak ending to an advertising sentence. It is not definite. It is not emotional. It is not enthusiastic. It is not informative. It is not persuasive. When you use this phrase you are asking your reader to supply words and ideas for you. Go over any sentences that conclude with the words "that counts" and see how little effort is required to be more specific. The only real place for "that counts" is in the sort of pep doggerel that usually ends with:

"It isn't the fact that you won, that counts. But how much did you win and where is it?"

"After all—"

E. G. "After all, a good drink of celery tonic is the best thing on a hot day."

"After all" is pretty inclusive. It embraces everything that has been done or thought in the universe from before the Ice Age to after the Middle of Next Week.

"OF COURSE" A SAD BEGINNING
FOR A SENTENCE

Beginning a sentence with "After all" is fairly certain to make anything that follows a little ridiculous. Another sad beginning is "Of course, etc." I expect to break myself of the "of course" habit in some future incarnation. Many a time I have been reading one of my own proofs with a smug glow of satisfaction only to run against a paragraph begun this

way. "Of course" is a good servant but a hard master. Don't let it get a grip on you.

"It."

Four times out of five you can strike out the indefinite "it" and repeat your subject with more clarity and more force. As an indefinite nominative "it" is always permissible; as, "It doesn't make any difference, etc.," but as a substitute for The New Easy, "Coleo" or "Direct Advertising," "it" is risky and uncertain.

"Did you ever stop to think," etc.

A year or two ago one could look through the advertising pages of any magazine and find a half-dozen advertisements beginning with "Did you ever stop to think" or with its brother-in-law, "Few people realize."

Both these phrases are a little out of fashion now. Perhaps the congestion of our street and highway traffic has made sudden and unexpected stops to think about what an advertisement might some day say a little unpopular. As for "Few people realize," that thin red line of Realizers has, like the "unexpected guest," worked to utter exhaustion.

Maybe the news has gone around that any sentence written with these introductory words is stronger if they are painlessly deleted. Or maybe they have been forced aside for such modern openings as "Science has discovered a marvelous new, etc."

One other word; the goods you are writing about are probably as interesting to your readers as the goods anyone else is writing about. Mention of automobiles in clothing copy headlines is no more conducive to interest than mention of clothing in automobile copy headlines. To compare a fine hat to a Packard is just as effective as to compare a fine car to a Knox hat—no more and no less.

At any rate, there is your list of forms better avoided than employed, and if I hear any argument for them or defense of their use, I shall know that preparing this memorandum has served no useful purpose.

Soap and Glycerine to Be Co-operatively Advertised

An association composed of a majority of the large soap manufacturers of the country has been organized and is putting into effect plans for the promotion, through greater publicity, of soap and glycerine.

The two subjects will be treated separately, and a campaign on glycerine as an anti-freeze solution in automobile radiators will be launched this fall. Plans for the co-operative promotion of soap are under advisement.

The committee in charge has selected the Newell-Emmett Company, Inc., of New York, as advertising counsel.

Insurance Company to Advertise New Trade-Mark

The Southland Life Insurance Company, Dallas, has adopted as its trade-mark a picture of Stone Mountain in Georgia, with a reproduction of the partially finished carving now being made on its declivity in commemoration of General Lee and his followers. Back of the mountain in large script letters appear the words "Southland Life."

This trade-mark is to be the theme of an advertising campaign which will be directed by the Southwestern Advertising Company, Dallas.

Life Insurance Sales Increase a Tenth

The Association of Life Insurance Presidents reports to the United States Department of Commerce that the sales of new life insurance in this country was 10.6 per cent greater during the first half of this year, than they were in the same period in 1925. New business totaled \$5,675,000,000 in the last six months, against \$5,133,000,000 in the first half of 1925. In June the gain in new business was 11.3 per cent.

W. W. Lewis Advanced by Cadillac

William W. Lewis, advertising manager of the Cadillac Motor Car Company, Detroit, has been appointed assistant general sales manager and director of advertising, a newly created position. He joined the Cadillac company in 1922 as a district sales manager and was made advertising manager the following year.

G. E. Willis to Direct Australasian Studebaker Sales

George E. Willis, manager of export sales for the Studebaker Corporation of America, South Bend, Ind., is leaving that position to become managing director of the Studebaker Corporation of Australasia, Ltd., with headquarters at Sydney, Australia. Howard S. Welch has been appointed to succeed Mr. Willis as export sales manager.



Include Washington D. C. in your fall trade efforts

There are two things which make this market both unique and appealing.

The numerical strength and purchasing capacity of Washington and its 25 mile radius which has no other market to patronize. Here are compactly condensed over 800,000 prosperous people—or more than are spread over any one of eleven states.

And you can reach them all with ONE newspaper.

The Star—Evening and Sunday with its direct home-delivered circulation—goes into practically every home within this populous area.

Nowhere in the country is the promotion problem so simplified and so economical.

**Put Washington and The
Star in your fall campaign.**

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE

Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE

J. E. Lutz
Tower Building

Agency Association Has Unusual Convention Plans

THE annual convention of the American Association of Advertising Agencies will be marked by two unusual features this year. One session of the convention will be open to the public. Hitherto all meetings have been closed to all but members. The other unusual feature will be short addresses by representatives of the different branches of organized advertising. Hitherto, all convention addresses have generally been made only by members of the association. This latter plan has not yet been fully developed and approved. If it is approved the addresses will be made at the annual dinner.

The convention will be held at the Hotel Mayflower, Washington, D. C., on October 15 and 16. The session open to the public will be that held on the afternoon of the first day of the convention, October 15. The annual dinner will take place on the evening of the same day. A meeting of the executive board on October 14 will precede the opening of the convention.

It is expected that Professor Daniel Starch who has been engaged in research work on magazine circulation for the agency association will be able to present a finished report on this work during the convention.

It is also expected that definite plans for the extension of the service of the association's headquarters office on export advertising information will be presented at this convention. For some years the Association has been gathering complete data on publications throughout the world. "Further plans on this subject will probably comprehend the amplification of data already on hand on foreign markets," says James O'Shaughnessy, Executive Secretary of the Association.

The foregoing plans were discussed at a regular quarterly meeting of the Association's executive

board at New York last week. At that meeting it was voted to continue the membership of Thomas F. Logan, Inc., in the name of the consolidated organization of Lord & Thomas and Thomas F. Logan, known as Lord & Thomas and Logan. Ray D. Lillibridge, Inc., New York, was elected to membership.

Merle Sidener of Sidener-Van Riper & Keeling, Inc., Indianapolis, Ind., was re-elected as a representative of the agency association on the National Commission of the International Advertising Association. The holdover members of the National Commission representing the agency association are Fred M. Randall, The Fred M. Randall Company, Detroit, and James O'Shaughnessy.

Changes on Staff of M. C. Mogensen & Company

J. W. Greely, for the last seven years Seattle manager of the Hassler-Pacific Company, manufacturer of shock absorbers, has been appointed Seattle manager of M. C. Mogensen & Company, Inc., publishers' representative. He succeeds Robert Keil, who has been transferred to the headquarters office at San Francisco.

Organize Thomas Kivlan, Inc., Poster Service

Thomas Kivlan and A. R. Frawley have organized a national three-sheet poster service with headquarters at Chicago, under the name of Thomas Kivlan, Inc. Both Mr. Kivlan and Mr. Frawley have been in the outdoor advertising business for many years. Mr. Frawley was formerly sales manager of the Thomas Cusack Company, Chicago.

J. X. Netter Starts Own Business

A new advertising business has been started at New York, under the name of J. X. Netter, Inc., by Joseph Xavier Netter, for many years advertising manager of the Lightolier Company. During the last four years he has been with Creske-Everett, Inc., New York advertising agency, as vice-president.

Chicago "Herald and Examiner" Appoints C. E. Austin

Calvin E. Austin has been appointed promotion manager of the Chicago *Herald and Examiner*. He has been in advertising agency work for the last ten years, most recently as an account executive with Lord & Thomas.

Q Bundscho's bunch
know how to put the
"come hither" in a head-
line. That's why adver-
tisements we set always
seem to hit you in the eye!



J. M. BUNDSCHO, INC.
Advertising Typographers

58 E. WASHINGTON 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU



**The largest
magazine
for MEN**





Pacific & Atlantic Photos, Inc.

The Elks Magazine

850,000 Identified Subscribers

50 East 42nd Street New York City

Steady Production Is a Necessity In Birmingham

Orders in hand and in sight, probable consumption in every direction now to be estimated, call for steady production in practically every line of endeavor in the Birmingham district for a long time to come.

The basic products of the section—coal, coke, pig iron and steel—will shortly be placed on a pace which will be near capacity. There is but little hesitation in iron and steel.

Coal production—on full schedule.

Steel industry—in fine shape.

Cement plants—at capacity.

Clay products works—full capacity.

Cast iron pipe—in strong demand.

Sewer pipe—demand active.

Building going ahead steadily.

The NEWS gives

Complete Effective Coverage.

Permanent Prestige.

True Reader Acceptance.

Results with Profits.

National advertising for six months:

NEWS	1,675,856
Second paper	761,810
Third paper.	396,592

NEWS total advertising gain over 1925,
929,880 lines.

NEWS National Lineage gain 196,588 lines.

Daily 81,088—Circulation—Sunday 93,000

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.

New York

Chicago

Boston

Philadelphia

J. C. HARRIS, JR., Atlanta

Why Not Include Credit Data in the Sales Manual?

Most Sales Manuals Neglect or Entirely Overlook This Important Subject

By W. H. Steiner

Director, Bureau of Savings Research

THAT business houses recognize the importance of getting credit data from salesmen is evident from the large number that ask the salesman to turn in a report on each new account, instead of merely asking him to obtain a financial statement from the prospective customer. Some of these report forms are brief and sketchy, and may merely call for references on the back of the order blank; but others are so detailed that they must distract the salesman's attention and take up a considerable part of his time, as well as run the risk of antagonizing the customer by reason of the searching inquiries they necessitate. Most houses, it is only fair to say, seem to strike a happy medium, and, if anything, lean rather to a simple than to a complex form.

But to supply information that will be of real value, and not mislead, the salesman must be adequately trained. The sales manual is recognized as a leading aid in the process of training. Yet most houses which prepare a sales manual do not include in it a discussion of the credit work that the salesman is asked to undertake. Some of these houses, it is true, endeavor, instead, to train him through personal conference, but all too often he is apparently left to his own devices. Without specific instructions, he is turned loose, and in effect is told to rely entirely upon his own judgment.

An extreme instance of the diversity of method resulting from non-inclusion of the topic of credits in the sales manual is afforded by a large corporation which ascertained and reported the credit practice of its eight branches. Two of the branches prepared regular forms for salesmen to employ, one included a few

queries on the back of the order blank, and two prepared forms calling for general data designed primarily for the sales rather than the credit department. The others used no special forms, one of them asking merely for local reputation in paying bills, and one requiring data only on concerns new in the trade and unrated.

A VARIETY OF SALES MANUALS

The sales manuals which are prepared differ greatly from one another. In fact, we may almost say there are as many styles of manuals as there are houses that use them. In general, however, they seem agreed, with rare exception, on two matters: (1) the section on credits should be brief—if anything, it should contain too little, rather than too much, and (2) it should be direct and concrete, telling the salesman what is wanted, and how to get it. These may seem like decided merits in the sales manual; within limits, they doubtless are. But they may be defects if carried too far, and such, in fact, seems to be the case. The brevity of the section on the whole tends to give the salesman merely a cursory view of credits. As such, the discussion tends to be of but limited help, since it omits many features. It places too much reliance upon the salesman's common sense, instead of giving him an adequate foundation upon which to exercise the latter. In effect he is merely given a report form, and told to "go to it," presumably on the theory that practice makes perfect.

Again, the direct and practical approach of the average manual is distinctly to be commended, in that the rhetorical approach so common to the text book writer is avoided. Yet the result, while

appealing to the salesman's purse strings, is to lose sight of the more fundamental phases. This is a distinct loss. For, unless the salesman obtains in some measure the credit point of view, he cannot perform his credit duties in the highest degree, and his usefulness is distinctly reduced. He does not understand clearly why he is called upon, nor what he seeks to do.

A final indictment of the credit section found today in sales manuals is that it is at times ineptly prepared. The two-page section contained in the pocket size manual of one of the leading corporations in the United States, for example, after a brief general introduction, instances as a specimen of salesmen's usefulness, the reporting of issues of new stock by corporations which are customers. Surely this fact might appear much more readily in the financial centres than locally, and a thousand and one things of more immediate importance might be cited in the effort to show the salesmen that they could be of decided help.

Again, after five pages of helpful explanation of the credit problems of the concern another house, which was evidently trying to push the use of the trade acceptance in its business, launched forth into a five-page academic discussion of the virtues of the acceptance.

These instances are merely typical; but they serve to show why the manual cannot, in many cases, be regarded as highly illuminating. This statement does not mean, of course, that all manuals are to be condemned on this score, for a few are excellent; but it does mean that all too large a proportion suffer from this defect.

WHAT TO INCLUDE

But, the reader may ask, to speak constructively, exactly what topics would you include in the credit section of the sales manual? What should the sales manual tell the salesman about credits? First and foremost, it should seek to instill in his mind that minimum

of the credit sense which it is essential that the salesman have. It should emphasize the fact, that as one house phrases it, "in all it does, the credit department is controlled by the same motives and desires that control you and the other members of the organization, i. e., to sell, at a profit, in as great a volume as possible, the goods and services of the company."

This does not mean a long and detailed discussion of the virtues of co-operation; but it does mean a sharp, compact statement which drives the point home to the salesman. And it further means that, throughout the section in the manual, the necessity and advantages of co-operation between the sales and credit departments must be skilfully pointed out, so that, by the time the salesman has finished the section, he is thoroughly "sold" on the idea. His interest must be enlisted; he must regard his credit duties as an integral part of his work; and he must regard his credit work as interesting and valuable, not as a disagreeable duty alien to his principal purpose, hence to be performed half-heartedly and under protest.

Upon such a foundation should be built the discussion of the technical phases of the credit work the salesman is called upon to perform. And, it may be added, the description of the credit work should be clear and complete, so that the will to aid the credit department can be adequately translated into action. The technical discussion will naturally differ with the industry in question.

Thus, a manufacturer of floor polishing wax explains that salesmen should not waste time on men rated less than H-3½ in Dun, with certain exceptions in the case of painters, and emphasizes the reliance placed upon the salesman to help separate the wheat from the chaff in the case of such accounts. Where terms quoted present any unusual features, these will be indicated, so as to coach the salesman accordingly. A manufacturer of men's clothing, who sells on both the newer net

In Roto Advertising. . . .

DURING the month of June The Free Press printed in its Sunday issues 14,028 lines of local rotogravure advertising, more than three times the volume printed by its only contemporary.

The gain made by The Free Press in roto advertising for the month of June as compared to the same month in 1925 was 20,644 lines, more than twice the gain recorded by the other rotogravure medium.

This preference by the local rotogravure advertiser for The Free Press should be a certain indication to the national advertiser as to the medium in Detroit best adapted to effectively SELL.



**The
Detroit Free Press**

VERREE & CONKLIN, Inc.
National Representatives

New York

Chicago
San Francisco

Detroit

terms (without cash discount) and the older regular terms, calling for 7 per cent discount, must quote two sets of prices, and instruct the salesman how to compute them for special models. In other lines, such as meat packing and wholesale groceries, where the salesman visits the customer regularly and at frequent intervals, the matter of terms leads inevitably to that of collections, for, in such lines, the salesman collects the bills on his next visit to the customer. The house must explain its policy with respect to reports on the customer who is unable to pay when due, and with respect to accepting new orders from such customers, so that the salesman will have a clear understanding of what course to follow.

Furthermore, it pays to trace through the credit work the salesman is asked to perform on the new account. He should have explained to him the little tricks of the trade—whom to get data from, what to get, and how to get it. He may be furnished with a suggested list of points to observe, if he is to make his report of the most value. These are by no means mere repetitions of the queries on the report blank; instead, they get back of the queries, indicating the kind of data that make intelligent conclusions possible in filling out the blank.

One of the best of these lists is prepared by a large wholesale grocery house, and is not included in a sales manual at all, but is furnished in an annual message from the credit department to the salesmen. The list is as follows:

Character of neighborhood, tenement, residential, suburban.

Cash or credit, or percentage of each.

Number of help employed, also whether family helps.

High, moderate or low rental, or exactly how much.

Well kept or sloppy store.

Whether dry grocer or grocer and vegetables; or delicatessen, or part store with market or butcher—restaurant or hotel.

Whether intelligent and a close buyer or careless and indifferent and not attentive.

Corner or middle of the block, double or single store.

Nationality. Age. Ability.

Whether business appears to be pros-

perous or simply a struggle to pay rent. Volume of weekly or monthly sales.

In other words, as stated by this house to its salesmen, it "gives us an eye picture of the dealer and his store and whether the outfit looks like a reasonable credit risk, and you feel that you can surely collect the bill when due." These queries can be modified as necessary, but in any case they cannot but help be suggestive to the salesman.

An alternative method used by several houses is to explain the necessity from a credit point of view, of obtaining the various kinds of information. This approach classifies the data under certain heads, and under each shows what the salesman must report in order to aid the house. A list is reproduced:

1. *Moral standing.*

Local opinion and your own dealing with him should enable you to form an opinion. Give us the benefit of it whether it be good or bad.

2. *Experience and business ability.*

Actual facts, as to this experience, should be easily obtainable in ordinary conversation. The appearance of his store, the conditions of his stock, his manner of handling trade and help, come under your observation and your comments upon them will help us to form a correct opinion of his ability.

3. *Past record.*

We can get this complete, if you will get names and addresses of those with whom the customer deals and will be careful to give us the location and approximate dates of his previous ventures.

4. *Financial worth.*

We can usually obtain information on this point, except in the case of a beginner. Any man, asking that credit be extended to a new venture, should be anxious to give complete information as to its finances. In effect, we are investors in the business and clearly entitled to the information. It should not be difficult to show that it is really desirable and beneficial to give the full facts; every business must depend largely, for its successful operation, on its relations with its suppliers.

5. *Prospects of success from standpoint of location and competition.*

The salesman is chiefly responsible if his house is not fully and truthfully informed on these points.

6. *Existing local conditions.*

This is always valuable information and can be covered in a very few words.

Not only is it important to cover fully the opening of new accounts but the responsibility of the salesman for following the condition of old customers should be fully

*Third of a series of
advertisements about
breeds of dairy cattle.*



The Guernsey Trade-Mark

JUST west of Normandy, nestled among the Channel isles, is the island of Guernsey. This small strip of land, but nine miles long and five wide, through developing the Guernsey breed of dairy cattle, has played an important part in the history of world civilization.

About a hundred years ago, a Pennsylvania dairyman brought the first Guernseys to the United States. Since then by careful breeding and later importations the Guernsey population has grown by great strides. Today the American Guernsey Cattle Club has more than 325,000 pure-bred cattle on its roster.

To the American dairyman, Guernseys have many desirable characteristics. Their fawn coat, often shading to a light reddish orange with white markings on the body and legs, give Guernseys beauty. The cows are gentle, easy milkers, and make good mothers. Especially are Guernseys known for economical production of butter fat and rich milk.

It is pure-bred dairy cattle of the Guernsey type that have helped to make dairying the most important branch of American agriculture.

Wherever dairying is known, the authority on dairy husbandry is *The Dairy Farmer*. Twice each month, more than 250,000 dairymen, many of them Guernsey and other breed association members, consult it for information on breeding, marketing, farm management and modern equipment for the home and farm. . . . It is the American dairyman's handbook.

THE Dairy Farmer

MEREDITH PUBLISHING COMPANY

E. T. Meredith, *Publisher*, Des Moines, Iowa

"America's Largest Dairy Magazine"

—A. B. C.—

Manufacturers, Jobbers,
Dealers and Distributors
of Electric Irons, Ironing
Machines, Laundry
Equipment, and Vacuum
Cleaners say—

***The Press
is the
First
Advertising
Buy in
Cleveland***

The Press is the FIRST Advertising Buy in Cleveland because it has the largest city—largest city and suburban—largest Total daily circulation in all Ohio, publishes by far the most advertising, at the lowest milline rate.

The Cleveland

Detroit
San Francisco

NATIONAL REPRESENTATIVE
250 Park Avenue, New York City

L A R G E S T D A I L Y C I

IN June The 6-day Cleveland Press published more electrical goods advertising than the Daily and Sunday News and the Daily and Sunday Plain Dealer COMBINED. 9,739 lines more! The Press published *more than twice as much* in SIX days as the Plain Dealer published in 7 days! and more than four times as much as The News published in seven days!

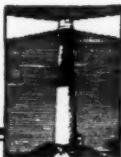
Here are the figures:

	PRESS lines	Plain Dealer lines	News lines
Ironing Machines and Irons	2,229	1,516	1,667
Laundry Equipment	26,113	14,210	4,608
Vacuum Cleaners	5,657	1,059	1,200
Totals	33,999	16,785	7,475

Figures from Advertising Record Co., Chicago, Ill.

There can be no doubt about it! Advertisers are getting results, electrical appliances are selling in Cleveland, The Press is bringing in customers and merchants are making sales. No other explanation could be made for the amazing dominance of The Press in this class of advertising. Write for details.

Press



SCRIPPS-HOWARD

*First in
Cleveland*

ALLIED NEWSPAPERS, INC.

414 Michigan Blvd., Chicago

Seattle
Los Angeles

C U L A T I O N I N O H I O

indicated. The wholesale grocery concern quoted above asks its salesmen to watch for these signs of distress or changes:

Business dropping off. Inadequate or no insurance.

Inattention or frequent absence from the store.

Leaving matters in charge of clerks too much.

Expenses for rent or help too heavy. Incompetent or inexperienced.

Difficulty in meeting payments when due.

Wastefulness. Ill health. Change in neighborhood.

Checks protested. Domestic troubles. Chattel mortgage.

Gambling or excessive drinking, or race track sports.

Behind the times. Old age or increasing infirmities.

Too much chain store competition, and the many other human frailties or conditions that control ultimate failure or lack of success, including local industrial conditions, such as strikes or unusual lack of employment.

Dating checks ahead or asking you to hold. (These should be mailed to us by you as soon as received with explanatory notation.)

These excerpts from material prepared by existing houses are given merely as suggestions. Each house in preparing its own sales manual faces a problem peculiar to it, and must place its emphasis according to its own peculiar needs and policies. But it is believed that much can be learned from existing practice, both positively—what to do—and negatively—what not to do.

Adequate credit work by salesmen materially lightens the credit department's job, at the same time that it benefits the house as a whole, both by producing profits and by avoiding losses. The sales manual serves to guide the salesman's efforts and aids him in his credit work. Careful attention to the section on credits that it contains will be well worth while.

C. G. Stoll, Vice-President, Western Electric

Clarence G. Stoll, general manager of manufacture of the Western Electric Company, has been elected a vice-president to succeed the late H. F. Albright. Mr. Stoll has been with the company for twenty-three years.

Montreal "La Patrie" Sold

La Patrie, a daily newspaper of Montreal, has been sold to a syndicate headed by Senator D. O. Lesperance of the Province of Quebec.

Sun-Maid Talks Summer Profits to Confectioners

Every industry welcomes ideas that will open up new sales outlets and those that are wide-awake enough to advance new suggestions not only get good-will but, as in the case of Sun-Maid raisins, their own interests are served by developing greater use for their products. In a current business-paper advertisement on Sun-Maid raisins, addressed to confectioners, the trade is told that there is an opportunity to increase summer profits by adding raisin candies to the confectionery line. The copy explains that Sun-Maid has made a specialty of preparing raisins for the candy trade and suggests that readers get in touch with its confectionery service laboratory for practical formulas on new raisin confections.

New Record for Nash Quarterly Earnings

The Nash Motors Company, Kenosha, Wis., reports net earnings of \$6,010,824, for the three months ended May 31, 1926. This establishes a new quarterly record. The best previous quarter was the last one in 1925, when \$5,122,805 was reported. Net earnings for the quarter ended May 31, 1925 were \$4,193,150.

J. C. Milliken with Hammond, Ind., Bank

Junius C. Milliken has been placed in charge of the newly organized publicity department of the First Trust & Savings Bank, Hammond, Ind., which was recently consolidated with the First National Bank of that city. He was formerly with the Hammond Lake County Times.

Fall Campaign Planned for Book Account

The Review of Reviews Corporation, N. Y., will conduct an advertising campaign in the fall on the works of Mary Roberts Rinehart. The New York office of the Ferry-Hanly Advertising Company has been appointed to direct this campaign, which calls for the use of newspapers and magazines.

Ambrose E. Gonzales Dead

Ambrose E. Gonzales, one of the founders and president, treasurer and manager of the Columbia, S. C., *State*, since 1893, died at that city last week, at the age of sixty-nine. Mr. Gonzales was also known as an author of negro dialect stories.

New Accounts for Dade B. Epstein

The Blakely Stores, Inc., chain store women's apparel, and Fifield & Stevenson, men's furnishings, both of Chicago, have appointed Dade B. Epstein, advertising agency of that city, to direct their advertising accounts.

Again this month

*A magazine with the
first call on the
affections of its Readers*

The
AMERICAN
LEGION *Monthly*

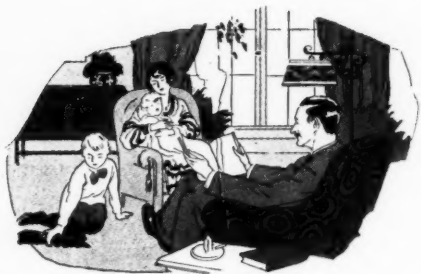
25 Cents

August - 1926



Frederic Arnold Kummer - Hugh Wiley - J.G. Harbord
Albert Payson Terhune - Meredith Nicholson
Arthur Somers Roche - Gene Tunney - Percy Grainger

*Some idea of the dynamic appeal of this new
Monthly may be gained from the August cover,
illustrating Marquis James' article, "Ready,
Sir", describing famous American duels.*



Its Readers are Young Families with GROWING Buying Power

YOUTH loosens the purse-strings of America. And youth is the essence of the circulation of *The American Legion Monthly*.

Nearly 74% of all Legionnaires are married—55,000 of them married last year. And a Legionnaire census in several towns this year proves that the Legionnaire's NEED to BUY is on the increase. The children of Legionnaires in these towns had multiplied several times in the last five years, and the average number of children to the family had increased more than 50%.

At the same time, the ABILITY TO BUY has increased—for in the towns investigated, Legionnaires are earning 35% more than they did five years ago.

Advertising to this group may now be expected to pay still BETTER not only because of the increased buying power of the individual

Legionnaire, but because of the splendid contents and appearance of the new *American Legion Monthly*. This may be judged by the August contents illustrated and described here.



A Serial by
Arthur Somers Roche

started in the July issue, is exactly the kind of a story to stir the minds

of virile young Americans. It focuses action, mystery and drama on the lives of exactly the kind of people who read the magazine. If you read it, you will understand the appeal which has been built into the new American Legion Monthly.



*A
Story by*

Frederic Arnold Kummer

—illustrated by Howard Chandler Christy—deals with one of the current problems of modern life, the divorce question. This story, "A BURNT CHILD", may not solve this problem for all America, but it surely does it for one man. In doing this it still succeeds in remaining a story—piquant, powerful and full of interest.



The picture in the next column is a miniature of one of Gratton Condon's illustrations for the Roche serial and is typical of the color printing in this new magazine.



*An Article by
Fairfax Downey*

entitled "Marie Remembers", tells of the French *mairaine*, or foster mother, whose letters cheered him while he was serving over there. Downey tells how he found Marie during his recent return to France, stumbling along with his doughboy French, until his wife, who knew no French and Marie (herself married, and a mother) began telling stories of their children. A story to stir the sympathies of this magazine's readers.

*A Long List of
Noted Writers and
Illustrators*

in the August issue includes such names as these:

Hugh Wiley, Meredith Nicholson, Albert Payson Terhune, Gene Tunney, Percy Grainger, J. G. Harbord, Woodward Boyd, Gratton Condon, Walter Jardine, Kenneth Camp, R. F. Schabelitz, C. C. Beall.

They set a new standard for the contents of a magazine directed to a select group of young American families of high buying power.

Your advertisement in such a magazine, read by such a group, is given an opportunity to produce not accorded by ordinary publications.

The AMERICAN LEGION *Monthly*

A Magazine for ALL Americans

331 Madison Avenue
New York, N. Y.

New England Representative
CARROLL J. SWAN

410 N. Michigan Ave.
Chicago, Ill.

Pacific Coast Representatives: BLANCHARD—NICHOLS—COLEMAN



*Miniature reproduction of the
Schabelitz illustration for the
Fairfax Downey article
"Marie Remembers"*

Availability to Consumer Gives Blow to Private Brands

How the Great Atlantic and Pacific Tea Company Is Merchandising Its Institutional Advertising to the Man Behind the Counter

By Roy Dickinson

IT is always trite but always true to say that the final test of an advertising campaign comes at the counter of the retail store.

How well the man behind the counter knows what the copy for

carefully planned and cautious step into the field of institutional advertising and at the same time is greatly increasing its advertising investment in local product and price advertising made familiar by the company's previous use of newspaper space.

How the company has merchandised the new institutional campaign to its far-flung organization of thousands of managers and clerks in its large chain of grocery stores, is a story which many older advertisers might well take to heart.

First, a word about the size of the campaigns.

For some time past, the regular newspaper campaign has been running along at the rate of almost \$1,000,000 a year. The recent announcement of an increased advertising appropriation of \$500,000 is an indication of the opening of a number of extra stores in new territory. Its newspaper appropriation is based upon a percentage

of gross sales. When a new store opens, or when the company invades new territory, with the simultaneous opening of as many as twenty stores in a new city, full-page newspaper space is often used and the old ratio of appropriation to sales is increased in the endeavor to secure quick acceptance on the public's part of the new retail outlets in their city. As time goes on, this initial investment in increased advertising for new territory is supposed to ap-

CONFIDENCE



The most significant fact in American retail merchandising is the confidence which women in every community feel toward the A & P stores.

This confidence has reached a depth and strength which permeates the whole nation and is the solid foundation of this great business.

Every day, in cities and suburbs and towns, America's women and mothers go to the A & P stores,—or send their children,—utterly convinced that they do better,—in quality, in price and in value.

This great confidence makes these women the loyal friends of their neighborhood A & P store, typical as it is of that great group of A & P stores which serve the country.

The Great Atlantic & Pacific Tea Company cherishes this confidence as its most valued and valuable asset.

Hence, it is committed to a single policy which assumes its customers every possible advantage of quality and economy, so that A & P may continue to deserve the confidence which has made it great.

THE GREAT ATLANTIC & PACIFIC TEA COMPANY



NO MENTION IS MADE OF FOOD

the product is all about, why it is being used, is the measure of the power of the whole campaign.

There has been a great deal of gossip and a great deal of discussion about the size, the reason and the ultimate purpose of the present advertising campaign of the Great Atlantic and Pacific Tea Company, whose home offices are at Jersey City, N. J. It is more accurate to say "campaigns."

This great company, pioneer in the chain-store field, is taking a

proach the ratio that exists in established territory where the company is well known.

It may be said, then, that the large increase in the company's appropriation is due more to its entering new fields than to any change in its fundamental method of determining its annual appropriation.

A short time ago, the officers of the company announced that the number of its stores was approximately 13,500. The recent increase in local advertising makes it safe to say that the company now operates more than 14,000 of its familiar red front neighborhood stores both in the large cities and small communities as well.

It is estimated that in addition to the newspaper advertising, the company spends some \$75,000 a year in helping the A. & P. Gypsies do their weekly stuff over the air.

Now for the interesting developments. In the July issue of a national woman's publication there appeared the first piece of copy in an unusual institutional campaign on the part of this pioneer among chain stores, a campaign which has led to all sorts of surmises, rumors and gossip.

Before the first piece of copy appeared, it was rumored that the advertising would feature Bokar, the company's private brand of coffee. The company has sold lots of Bokar. It is naturally a large outlet for all sorts of coffee, its own and nationally advertised brands. Down in South America, the company maintains five coffee-purchasing offices: One at Santos in Brazil, one at Rio de Janeiro and three in Colombia. It was logical to believe that one of its own products might be taken as the leader in this periodical campaign, and be made the first of a series to secure national consumer acceptance for a long line of private brands owned by the company.

But when the copy appeared it was something quite different.

Instead of a can of coffee, there was featured a little red schoolhouse. At the top of the page was the red schoolhouse; at the bottom

the red front of an A. & P. store. The caption read: "The Little Red Schoolhouse of American Retailing." The copy, itself, was not about a tangible thing such as coffee or tea, but about faith and confidence. "American Mothers," it said, "send their children to the A. & P. stores day after day, in much the same faith that they send them to school." That was the keynote, and the similarity in color between the schoolhouse of affectionate remembrance and the familiar store front was made the basis for what might be called "affectionate" copy.

But three small italicized lines down in the lower left-hand corner of this first piece of institutional copy were what attracted the closest attention of men interested in merchandising and advertising. These read: "*At the A. and P. you are sure to find your favorite, nationally advertised brands of groceries.*"

This, from a chain-store system, by far the largest in its field, and called the pioneer of all chain stores, was a long jump from featuring and pushing private brands which so many people expected.

An inquiry to discover whether this first step into national prestige advertising by a chain grocery store represented a total change of policy brought to light some interesting facts. Talks with people in a position to know indicate long preparation for the present step, complete merchandising to the employees of the new policy and a plan to establish the A. & P. stores as headquarters for the most consistently advertised grocery merchandise.

EACH EMPLOYEE PLAYS A PART

It has been pointed out to all the members of the big organization that each one of them is a definite part of the company's advertising program; that more than ever the women of America will demand of every clerk behind the counter the utmost in courtesy and service. The new campaign furnishes the crowd in the bleachers, watching the play out in the field.

In getting over to the man behind the counter the reason-why of the red schoolhouse type of copy and the close linking up of the A. & P. stores with nationally advertised food products, the company has done an unusual and thorough merchandising job.

The company maintains thirty-six large distributing depots at advantageous points throughout the country and thirty-eight managers' associations in six main divisions. After months of analyzing its problem and securing the advice of 87,000 of its customers by means of a prize contest, the conclusion was reached that the thing the company had to sell was not Bokar, not a can of beans nor a package, but a complete food service. The stores were service stations.

With the plan decided, the company staged an intensive advertising lesson to sell every manager and through him his assistants, on the reason behind its choice of copy and incidentally its change of policy.

Twenty-one pieces of current advertising copy were clipped, transferred to stereopticon slides and an analysis made of each one. This analysis was printed in the form of an illustrated lecture on various forms of advertising, as shown by the specific pages of copy used. The head of each manager's association was given a carefully prepared order of business and asked to call a meeting of his whole association for a certain date. He was told at just what point in the proceedings to introduce the sales manager from the home office, who carried on with the illustrated lecture.

The pages of current advertising copy used to sell the managers on the new style of advertising were of many and varied products. Some of them were far removed from the food field, such as Dodge Brothers, Fisk tires and Armstrong linoleum.

As each advertisement was thrown on the screen, the managers were asked to observe it and figure out the reason for the particular form of presentation used

by the advertiser for its products.

There was Lux, for example. The illustration and the copy, the managers were told, lifted a simple package of soap out of its humble classification by surrounding it with an atmosphere of class and desirability.

The illustration for Dodge Brothers was far removed from the product but secured reader interest. The advertisement for Listerine by calling attention to human shortcomings and showing how the product could help, lifted this product out of the obvious class. The assembled managers were asked, when the advertisement for Fisher Bodies was thrown on the screen, to try to decide how such a piece of advertising could pay. The lecturer pointed out to them that the product advertised was not sold separately from the automobile of which it was a part, that no one could step up to a counter anywhere and buy the thing the page featured. Then, the lecturer pointed out that by surrounding its product with an atmosphere of refinement, luxury and quality, the Fisher Body Company was creating, in the reader's mind, a desire to own, some day, an automobile with a Fisher body.

The listeners were asked to note the absence of a large bottle of ketchup in the Heinz advertisement chosen for analysis.

Among other advertisements thus analyzed and explained to the men behind the counters were those of Baker's Coconut, Cream of Wheat, Del Monte Products, Fleischmann's Yeast, Kraft Cheese, Chevrolet, Pep, Old Dutch Cleanser and the new banana campaign.

NATIONALLY ADVERTISED PRODUCTS BUILD CONFIDENCE

In each case, the value of the intangible elements back of the copy were carefully explained. Then, as a climax, the little red schoolhouse piece of copy, chosen by the company for its lead-off in the new campaign, was thrown on the screen. The lecturer pointed out that the company might have chosen Bokar, for example, as the

theme for the advertisement, but that it would have been only a small part of the food service in which familiar nationally advertised products played so important a part in building confidence, in speeding the time involved in waiting on customers, in helping to establish a preference on the part of the public to trade at the A. & P. and in assuring each customer and prospect that if she came to the red front store she would be sure to find what she wanted or what she sent her little girl to buy.

After all this, each meeting was turned over to the vice-president of the company who summed up the renewed interest in the stores and their service which the new advertising could be counted on to produce. He told them again about the importance of each man becoming a part of the advertising, and explained how each could tie up the store he managed and pass on his knowledge and enthusiasm to his helpers.

It is safe to assume that not one of the managers left a meeting and said, "But we're not selling little red schoolhouses over the counter. Why are they using that kind of an advertisement?"

PRIVATE BRANDS ABSENT

Soon after the meeting, giant reproductions of the first advertisement for window display were sent out to each store and in every store window there was featured a selection of nationally advertised groceries. The long established private brands of the store itself were conspicuous in their own windows only by their absence. The company had told the public they would find their favorite, nationally advertised brands and there they were in the windows.

That is how the new plan was first presented to the man who had to carry it out. When the policy is considered from the standpoint of what started it and where it will lead, a wide field is still open for discussion and speculation.

There is nothing official about what has been said or what fol-

lows. It represents some digging for facts among people who know what has happened. First, a few remarks of my own findings and ideas may be in order.

Remember, first, that the company some time ago conducted the big prize contest, referred to previously. It is understood that a considerable proportion of the 87,000 customers who accepted the company's invitation to offer criticism and suggestions as to what they wanted to buy in the stores, mentioned advertised merchandise and that the company decided the public had strong preferences.

Also, it is my opinion that when a careful study was made of the time necessary for a clerk to sell a woman who had asked for Maxwell House a package of Bokar instead, it appeared that it doesn't pay a chain store, on the time element alone, to sell its own merchandise to a woman who comes in to buy something else. It is also safe to assume that a few people who were in the habit of sending their children to the store to get a certain brand of merchandise didn't approve when the child came back with something else, an A. & P. product for example.

It would be presumptuous on my part to predict that the A. & P. from now on will subordinate all its own merchandise to nationally advertised brands. It is difficult to conceive of its clerks hiding all the company's products in obscure corners to display and sell only advertised goods instead.

There is also a considerable investment involved. The investment in coffee has been mentioned. Moreover, there are cheese curing plants owned by the company, and many bakeries and other plants are now being actively operated.

Yet, there is the line, to appear also in subsequent advertisements about "your favorite nationally advertised brands of groceries."

One wonders how long the two can run along together. It brings up again the intensely interesting point of availability in nationally advertised products.

The possibility of a lower price in a nationally advertised food



*Keller's
use
Amerseal*

The Cap the Consumer Likes

*Air-Tight, Leak-Proof
and Easy-to-Use*

Easily removed and as easily replaced, and always making a perfect air-tight, leak-proof closure, the Amerseal is the cap that not only protects the quality of your product, but makes it easy to use—another reason for buying it.

The AMERSEAL CAP

The scientific mechanical construction of the Amerseal makes a positively air-tight closure—quickly applied; a safe and secure seal—readily and quickly removed. There is sufficient flexibility in the cap to offset variations in glass and liners. The equally spaced lugs engage corresponding and slightly inclined threads on the container, making a positively secure, air-tight, leak-proof, scientifically fitted closure. It has a rolled edge, which cannot cut the fingers.

Amerseals are lithographed or enamel sprayed. Write us for particulars as to Amerseal and your product.

AMERICAN METAL CAP COMPANY

Brooklyn

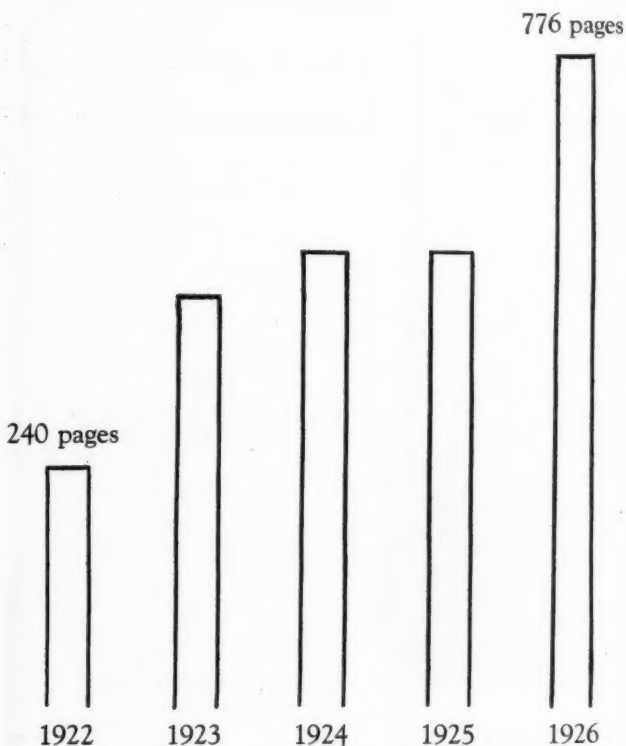
New York

Branches in the following cities:

Chicago	St. Louis	Portland
Cleveland	Los Angeles	Seattle
Detroit	San Francisco	Louisville

THE AMERSEAL CAP

Condé Nast GROUP Advertising
the first six months
for the past five years



An Increasing Appreciation of the buying influence of key customers

The readers of these three magazines—Vogue, Vanity Fair, and House & Garden—are exceptionally important to the manufacturer of any quality product, regardless of that product's selling price.

The selection of any trade-marked article by people such as those who read these three magazines, is an endorsement which has a far-reaching effect, not alone on many other consumers, but on the most desirable dealers in every community as well.

Only a constantly increasing recognition of the value of employing this influence exerted by the Condé Nast readers, could produce the record on the opposite page.

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All Members of the Audit Bureau of Circulations

product due to its great volume has often been proved.

Availability is just as important and has a double-edge effect.

Here is McPherson's soup, let us say.

It would seem logical for a great chain-store organization to be able to put out a soup of its own to sell at a cheaper price, to advertise it nationally and so secure consumer acceptance of the new name, use the same ingredients and so have everything that McPherson has, with the added advantage of an army of clerks actively pushing it.

But during the course of its business career and its consistent advertising of a quality product at a fair price, the McPherson company has secured 426,512 retail outlets. It has divided reduced costs, due to increased business, with consumers.

The chain-store organization has only 14,296 branches.

There isn't one in every street. McPherson offers greater availability. The chain store can't compete with it, even though it gets the manufacturing profit on its own brand. It doesn't offer enough availability.

Or put it this way. The imaginary chain-store organization makes an arrangement with McPherson or buys him out and announces that on and after August 1, McPherson's soups can be obtained only at the stores of the Blank Grocery Company, in all parts of the country.

The availability of McPherson's soups to the housewife is immediately reduced from 400,000 to 14,000.

The woman who was formerly able to secure it everywhere, is now asked to pass by four or five former available places and go to the Blank store down the street.

How long would McPherson be able to sell his soup at the former price under this arrangement? How many women would pass by four stores to get a product which sold for less than 20 cents?

How large must the cash investment be to induce the shopper to pass four, five or six stores to get a certain product?

These seem interesting questions on the too little discussed matter of availability in advertised products of national distribution.

Perhaps considerations of this sort had something to do with the three italicized lines in the lower left-hand corner of the "first national advertising campaign ever undertaken by a chain grocery organization" as it has been called. Moreover, as the company began to invade new territory it is safe to assume that far more sales resistance to private brands was encountered in small towns where the advertised product habit was firmly established and the chain store was new.

Several men who formerly ran their own grocery stores and are now managing A. & P. stores, suggested this. One man of this sort, now managing a local store, told me he has been telling the management for several years that private brands are running into greater resistance, contrasting his former experience as a quick purveyor of advertised goods with the time he sometimes has to waste in explanation about A. & P. products.

The future of the A. & P. private brands in the face of this featuring of nationally advertised brands remains to be seen and developments will be watched with great interest by many manufacturers, wholesalers and chain-store organizations and independent retailers.

The clerks haven't hidden away the private brands yet, but when I went into one of their stores a short time ago and gave the manager every chance to sell me Bokar instead of Maxwell House, he didn't make any real effort to push the private brand.

Perhaps he had attended the manager's meeting and the lesson was fresh in his mind.

H. G. Barringer with Syracuse "Journal" and "American"

H. G. Barringer, for the last ten years classified advertising manager of the Indianapolis *News*, has joined the Hearst organization in a similar capacity with the *Syracuse Journal* and *American*.

"—But Dealers Won't Ask for Display Material"

Yes They Will, If the Material Is Properly Presented to Them

By A. H. Van Voris

Retailer of Hardware, Housefurnishings and Sporting Goods

As a retailer, I have been favorably situated to examine the plans used by various manufacturers for the purpose of getting their dealer-help material used. Many of these plans are highly praiseworthy and an analysis of them should repay many manufacturers.

The Plymouth Cordage Company issues a four-page folder entitled, "Boost Your Rope Sales," which emphasizes the importance of keeping rope before customers the year around.

We open the folder and find illustrations and descriptions of the entire season's supply of window material—five illustrations of window material and one of an electro for use in newspaper, catalogue, stationery or circular matter. The final cut shows a booklet which can be secured in quantity for local distribution.

One particularly novel feature of this Plymouth Rope display is illustrated in the centre of the page—a lithographed hanging-card attached to which is a liberal-size actual specimen of rope fiber. The company calls attention to this feature as follows:

When Not in the Window, Keep This Sample of Fiber Near Your Rope Stock. This popular display piece is sure to attract attention of the passer-by. Nearly everyone is interested in knowing something of the raw materials employed in the manufacture of staple commodities. The raw material of the rope-maker, because of its nature, beauty, length, color and texture, is a unique and educational display.

To secure the dealer's request for this outfit, the final page makes this announcement:

Window Displays Will Sell More Rope.

The sales value of frequent rope window displays throughout the year is fully recognized by hardware men who have kept the idea of rope and its seasonal uses constantly before the public.

You can sell more rope during all the year if you stock Plymouth Manila exclusively, and if you will utilize the advertising and window display material illustrated in this folder.

These selling helps may be ordered through your jobber, or will be furnished free to Plymouth dealers on direct request.

Sell Plymouth rope by the foot and you will make more sales, greater profits and please more people.

The Crescent Tool Company makes an attractive line of pliers and has recently produced some delightful window cards for its dealers. A one-and-a-half-cent mailing piece brought the news of this display to the trade.

The main announcement and offer is on the inside of the broadside, one-half of the spread being given over to illustrations of the material, in their regular colors. The text reads:

Get These Cards for Your Window or Counter—

The six Crescent Tool Company window cards illustrated at the left are eight inches wide and ten inches high, just the right size and shape to make up a Crescent Tool window or to fit in with other items for a "Spring Overhauling" Display.

They are attractively printed in orange, green and black. Their dash of color is a sure eye-catcher and each one features one of the popular leaders in the Crescent Tool line.

These cards will be supplied free of charge to every dealer handling Crescent Tools.

The enclosed postcard is for you to use in ordering these window cards. Fill it out now.

They will be sent to you without charge and will be carefully wrapped to protect them in the mails. They will come all ready to set up in your window, together with a display of Crescent Tools.

Your jobber has Crescent Tools. Order a supply from him today.

It will be noted that this manufacturer uses a special postcard enclosure with his mailing piece in order to make it easy for the dealer to request the material. This card is a composite blank

Again *in* JUNE

first

on weekdays *in*,

National
Advertising

NEW YORK
Herald Tribune

IN the month of March, 1926, the New York Herald Tribune took first position on weekdays in total volume of National Advertising among New York morning newspapers.

The Herald Tribune held this position as well for the months of April and May, as announced last month.

And again in the month of June, the New York Herald Tribune carried more National Advertising on weekdays than any other morning newspaper in the World's Greatest Market.

This supremacy in National Advertising indicates the ever-increasing recognition by advertisers of the unexcelled responsiveness of Herald Tribune readers.

[From figures compiled by the Statistical Department of the New York Evening Post.]

YORK
Tribune

form requiring merely a dating and the store signature to make it complete, the dealer to supply the stamp for mailing back to the company.

The Gillette Safety Razor Company does not plan to let any dealer get away from its window display proposition. Not long ago, this company made an

to time to Gillette dealers who have requested the original window material.

Here is what the Yale and Towne Manufacturing Company is doing for Yale Door Closers. A circular contains an illustration of a model window display of their door closers supplemented with this message:



13 April 1926

I. Van Vleet & Son
Cincinnati, O. T.

(Continued)

We might say that this was a good time to get to a Gillette Window, but this would be true any time of the year. Shaving knows no season.

To tie up with your Gillette Window we have prepared a small Blade Counter Display No. 22. Here it is. Shall we send it?



Yours very truly,
GILLETTE SAFETY RAZOR COMPANY
W. H. C. C. C.
Advertising Department

A FOLLOW-UP LETTER SENT TO DEALERS WHO HAVE ORDERED WINDOW DISPLAY

offering of window display material. We applied for it and it came along promptly and was put to use.

A short time later came a special first-class letter on another feature, issued to supplement the window material and here is the letter:

We might say that this was a good time to put in a Gillette Window, but this would be true any time of the year. Shaving knows no season.

To tie up with your Gillette window we have prepared a small Blade Counter Display No. 33. Here it is. Shall we send it?

Yours very truly,

The letterhead contained a cut of this counter display in the lower left-hand corner. The display piece is neat and compact, size $5\frac{1}{2} \times 5\frac{1}{2}$ inches. We requested this little display and I judge it to be one of a series of pieces to be announced from time

A Screen Door Closer Window Suggestion.

A Seasonable Window:

This window just shouts spring—the season for greater door closer sales. It is distinctively different. The crepe paper decorations consisting of apple blossoms, daffodils and butterflies give the display a spring-like atmosphere. Apple green, violet and white make the window exceptionally attractive. Your window is one of your most valuable salesmen. Trim it with Yale Door Closers and reap your share of the season's business.

How to Dress the Window:

The familiar method of using small packing boxes to obtain the several elevations for the product and cards has been employed. Crepe paper or suitable drapes over these boxes give a pleasing appearance. The mounted sample of No. 570 Household Model Door Closer acts as the centre of attraction for this window. It is supported by other Door Closers and attractive display cards which supplement the product and strengthen the window appeal. This suggested display is not intended for a large window but rather for a centre window or for a portion of a large window.

With this announcement, the dealer finds a postcard sent out by the company's advertising department, on which are a number of blank spaces for application for the material. On it, the dealer may request the aforementioned display and, in addition, various other sales-help features, such as booklets and electros.

The Simplex Electric Heating Company sends out a broadside in the interest of its Simplex Electric Iron.

The offer covers one page of the four-page mailing piece. About two-thirds of this page is devoted to illustrations of the material, with special emphasis on the merchandising plan of trial sale.

Across the top of the page is the caption: "Send for this Striking New Display."

Next are the illustrations, following which is this message:

In the old days (thirty-odd years ago

when Simplex was practically alone in the manufacture of electric irons) nearly every iron sold was placed in the home of the customer on a trial basis.

For many years while electricity was on trial, this plan was successful in selling the "Doubting Thomases." An iron in one house sold many of the neighbors, too.

Today there is another kind of doubting customer who is most easily sold by letting her sell herself. Many of our dealers report that some customers wonder if the new Simplex can be of the same good quality on which the Simplex reputation was built—if the iron can really be the wonderful value it looks and the dealer claims it is. The best answer to that is, "Take it home and try it on a money back guarantee."

For months we experimented with window and store displays featuring that idea. It works—the irons don't come back. For instance: One dealer in Lowell, Mass., increased his iron sales 300 per cent while the plan was being tried. Other dealers sold 50 to 200 per cent more irons with the experimental displays.

The illustration at the top of the page shows the several pieces in the new display set. They're handsomely lithographed in nine colors, and the smaller cards may be used on the counter and in the showcase as well as in the window.

"Take It Home and Try It" is the most convincing selling talk.

(Note: We'll replace free any irons returned in unsalable condition.)

The merchandising plan on which the Simplex folks lay stress is a trial sales policy. One of the window cards features the plan and it is emphasized to the dealer by an enlarged cut appearing on the broadside page beneath the assembled display, with a red arrow pointing to the suggestion: "Use this Plan. It Sells Irons." The window card makes an offer of a trial period of two weeks, with a money-back guarantee if the customer is then willing to part with the iron. An attached postcard has blanks for requesting the window set and for ordering irons, cord-sets and plugs—all very convenient for the dealer.

The American Wire Fabrics Corporation recently used a full page in color in one of the leading hardware trade journals to tell the hardware dealers about its new window trim. The product is wire screen cloth.

A picture of the display occupied about half of the page and here is the accompanying message:

To Stop Traffic Before Your Window.
Here's an eye-catcher that will stop

every man or woman who comes within sight of your window.

This small reproduction gives only a faint idea of the striking large design printed in eight colors, size about three feet by three and one-half feet when set up.

Write us for this display.

Put it in your window with a few rolls of Galvanoid and American Bronze screen cloth. Add other seasonable items from your stock that will interest homeowners during the big spring cleaning and refurnishing that will soon be sweeping the country. Clean up on the spring clean-up. A suggestion on how to do it goes with every display.

At the bottom of the advertisement is a blank form to be filled in by the dealer in making a request for the display material. Surely, it is interesting to note that this detail is seldom overlooked in an offer of this sort.

E. C. Atkins and Company, well-known manufacturers of saws, last February closed a successful window-display contest for their dealers and they were sufficiently pleased with the results to inaugurate another. The new contest was recently announced in a four-page color process letter. The opening page is splendidly done:

Your business must make money before the manufacturer can hope to. All of the Atkins sales plans are based on helping you make more sales and more money.

We want to help you sell all kinds of better tools and hardware. When you sell Cheap "Specials" in competition with every cut-price offer, you are working in competition with every "bargain" and mail order house. When you sell quality, we can help you build satisfied, permanent customers and real profits for your business.

Take time to read the ideas on the following pages and then let us prove to you how Atkins is doing a bigger and better job for you than any other manufacturer. Note how our practical helps are designed to bring new customers to your store and sell them better tools and hardware. Then try this service out today by making use of the order on the back page. It costs you nothing to find out, and we believe you can make money by letting us work with you and for you.

Yours very truly,

Turning to the back page, we see that the Atkins folks have whetted the merchandising curiosity of the dealer in this manner:

Adding Customers for Your Store.
Atkins new Demonstration Plan offers good dealers a wonderful opportunity for bringing new customers for better tools and hardware.

The Atkins Demonstration Plan will

Responsiveness

*The Farm Journal's real measure
of value to its advertisers
is strikingly illustrated by*

1.

Circulation Growth

2.

Advertising Revenue Growth

The Farm
first in the

PHILADELPHIA

NEW YORK

BOSTON

ATLANTA

CHICAGO

1. Circulation Growth

A half century of steady, consistent growth, concentrated in the richest agricultural counties, has built for The Farm Journal not only the greatest number of R. F. D. subscribers, but also the largest paid-in-advance volume in the entire farm field—with 75.5% of its 1,300,000 circulation in the 1198 *better-than-average* agricultural counties. This *Circulation Growth*—unequalled by any other farm publication—has been accomplished without resort to *forcing expedients*. It is the result of reader *Responsiveness* to The Farm Journal's helpful, practical *editorial contents*, designed to serve *real farm people*.

2. Advertising Revenue Growth

For the year 1918, the advertising revenue of The Farm Journal was slightly less than \$670,000. During the year 1925, advertisers invested \$1,870,000 in The Farm Journal—an increase in advertising revenue of nearly 180% in seven years. This phenomenal *Advertising Revenue Growth*—the confidence of advertisers in The Farm Journal expressed in dollars and cents—is the result of reader *Responsiveness* to The Farm Journal's *advertising columns*.

A Half Century of Responsiveness

Journal

farm field

ANT

CHICAGO

SEATTLE

SAN FRANCISCO

LOS ANGELES

bring crowds to your store—crowds of customers for everything you sell. We cannot give you the details in this space, but the plan includes personal talks to carpenters, sales organization meetings, letters from Atkins factory, samples, tickets, special displays and every other element to reach the final objective—actual sales and profits for you.

We will be glad to give you full details if you will use the order blank attached.

The window contest is mentioned on one of the two inside pages, but, aside from announcing the winners of the last contest with photos of their respective displays and the naming of the cash awards given to each, I judge that this folder is rather in the nature of a herald for another to be sent out a bit later, with specific details of the contest. But the keynote of sound merchandising sense expressed in their letter contains worth-while thought for the dealer.

It really seems that there is a distinct trend on the part of many manufacturers in lining up the retailer on this window-display business and, as a retailer, I heartily commend the procedure.

"Fellowship Forum" Appointments

The Fellowship Forum, Washington, D. C., has appointed the Rhodes & Leisenring Company, publishers' representative, as its Western representative. A. H. Greener, publishers' representative, is in charge of the Eastern territory.

Advanced by Western Clock

L. B. Richards, of the Western Clock Company, La Salle, Ill., manufacturer of Westclox products, is now advertising manager. He has been with this company for the last twelve years.

A. M. Pulaski to Leave Penton

Albert M. Pulaski has resigned as New England representative of publications of The Penton Publishing Company, Cleveland. This change becomes effective September 1.

"Shipper and Carrier" Sold

Shipper and Carrier, New York, has been sold to Frank H. Tate, publisher of *Packing and Shipping*, also of New York, with which it has been consolidated.

Represents Chilean Paper

La Union, Valparaiso, Chile, has appointed Joshua B. Powers, publishers' representative, as its national advertising representative for the United States.

New Accounts for Foote & Morgan Agency

The Amplion Corporation of America, New York, loud speaking radio devices, has appointed Foote & Morgan, Inc., advertising agency, New York, to direct its advertising account. The following companies have also placed their advertising accounts with this agency: I. A. Wyner & Company, distributors of Sag-No-Mor fabrics for the Shawmut Woolen Mills, and Jack Horner, Inc., both of New York, and the Seacoast Canning Company, Eastport, Me., Bull Dog sardines.

G. C. Willings to Leave Intertype Company

G. C. Willings, vice-president of the Intertype Company, New York, has tendered his resignation to take effect not later than October 1. He has been with this company for nine years and has given most of his time to the sales department.

Nash Elects E. H. McCarty to Directorate

E. H. McCarty, general sales manager of the Nash Motors Company, Kenosha, Wis., has been elected a member of the board of directors. He has been engaged in the automobile business for twenty years and, for more than four years, he has been directing Nash sales.

P. A. Sensenig with Ingersoll-Rand

Peter A. Sensenig has joined the publicity staff of the Ingersoll-Rand Company, New York, mining and contracting machinery. For the last eight years he has been with the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa.

A. G. Burns to Direct Sales of Fasheen Knitting Mills

Albert G. Burns, formerly promotion sales manager of the Noe-Equ Textile Mills, Inc., Reading, Pa., has been appointed general sales manager of the Fasheen Knitting Mills, East Boston, Mass.

Sales Manager of American Linseed Made Vice-President

Jay Gould, sales manager of the American Linseed Company, New York, has been elected vice-president in charge of sales and advertising of the company and its subsidiaries.

Appointed by International Business Machines

Arch Davis, of the International Business Machines Corporation, New York, has been appointed advertising manager. He has been with this company for six years.

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

*If you want to know about our work,
watch the advertising of the following:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
TARVIA
DUZ
MILLER TIRES
WALLACE SILVER
THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK - LIGHT
SILVER KING GINGER ALE
BONDED FLOORS
HAVOLINE OIL
NEW-SKIN

What we've done for others we can do for you.

Member of the American Association of Advertising Agencies
Member of the Audit Bureau of Circulations
Member of the National Outdoor Advertising Bureau

87% of Store's Customers

LAST year the officials of the Broadway Department Store in Los Angeles considered whether they should go to the extra expense of providing parking space for customers who arrived in automobiles. In order to obtain actual facts, all of the sales people during one entire day asked their customers to fill out the following questionnaire—

PARKING SURVEY

In order that we may complete the survey of parking facilities and modes of travel, will you kindly check the information spaces below?

How did you come down town? Kindly place X in space below.

Street Cars....Buses....Automobiles....

20,117 people answered the questionnaire as follows:

By Street Cars.....	17,465	86.82%
By Buses	294	1.46%
By Automobiles ..	2,058	10.23%
Walked	300	1.49%
	<hr/> 20,117	<hr/> 100%

The test was made on a Monday with no special sale or store event. On special days, the store attendance goes as high as 65,000 people.

"We were amazed at the number of people who came to the store in the street cars," said Mr. Harry S. Carroll, Publicity Director, "and the survey influenced us in withholding arrangements for parking cars."

The advertising of the Broadway Department Store has been displayed in the street cars of Los Angeles for sixteen consecutive years.

mers Came in Street Cars

THERE are many automobiles on city streets, but not many people in automobiles. The number of people riding in 5,000 automobiles, as an example, is ridiculously out of proportion to the tremendous amount of space taken up by that number of cars.

5,000 automobiles, on the average, carry 8,200 people, including the drivers, whereas more than that number of people are carried every day by 12 Street Cars.

The Street Cars of the United States are carrying BILLIONS more passengers than ten, fifteen and twenty years ago despite the growth of the automobile industry, and as the large cities steadily gain in population, obviously there is a constantly increasing need for more transportation for the masses.

According to the most experienced transit experts and engineers of the United States and Europe, as quoted in "Aera" for July, 1926 (*), no substitute for the electric railway car for mass transportation has yet appeared on the horizon.

**Being reprinted for distribution.*



National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.

What Is A Perfectly Balanced Plant?

A printing plant where a fine exclusive art magazine runs next to a tremendous edition of paper novels.

A plant where a rich multi-colored, leather bound book is companion to a weekly periodical "put to bed" at night and in the mails next day.

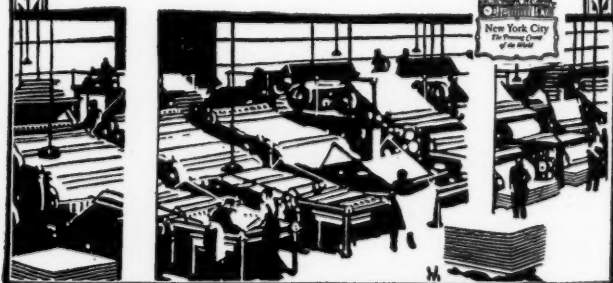
A plant where catalogues, car cards, newspapers, broadsides, and every other requirement of big buyers of printing find a press *ideally* suited to each type of job.

In such a plant quality, economy and dispatch *must* follow.



ISAAC GOLDMANN
COMPANY
80 Lafayette St. New York.

~Printers Since 1876~



Reducing the Cost of Marketing

Simpler and Cheaper Methods of Doing the Marketing Services

By L. D. H. Weld

Manager, Commercial Research Department, Swift & Company

IT is often said that great strides have been made in increasing the efficiency of factory production, but that the marketing system has remained hopelessly wasteful and costly. One would think that the men in charge of selling activities are an inferior lot as compared with factory managers. As a matter of fact, the men who are running the selling machinery of the country are probably just as bright and progressive as the production men and, although there is not the same chance for technical discoveries, the marketing system has been undergoing constant improvement. What is more, these improvements are still going on.

Improvements in marketing have come about by finding cheaper ways of doing things. There are certain services that have to be performed in getting goods from producers to consumers. A manufacturer who has been selling through jobbers, may decide to go direct to retailers, but he does not cut out the marketing services or functions performed by the jobber. He simply does them himself, and generally at greater expense.

Nevertheless, the history of marketing has been largely the history of finding simple and more efficient methods of performing the necessary marketing services. To understand the improvements that have been made, it is helpful to enumerate, first, the principal marketing functions, and then to give examples of the development of simpler methods of performing them.

There are seven principal things that have to be done in the marketing process: Assembling, storing, financing, assumption of risks, sorting and grading, transportation, and selling.

Economical methods of buying:

By "assembling" we mean seeking out goods, buying them, and bringing them together for redistribution. Jobbers, for example, assemble goods from hundreds of manufacturers in different parts of the country, and often from foreign countries. Department stores assemble enormous varieties of goods from thousands of sources.

Department stores furnish a good example of economies that have been achieved in the assembling of goods. They have to send their buyers to New York for many of the goods they handle. This is an expensive way to assemble. But economies have been achieved through the assistance of resident buyers or co-operative buying headquarters. The resident buyer or co-operative association furnishes office space where the buyers visiting New York may make their headquarters, meet salesmen, have desk room and telephone service, etc. The New York organization maintains a staff of experts who are in the market all the time and who can tell visiting buyers where to go for the things they want, and how much they need to pay. In some cases, buyers from different cities pool their orders and thus get quantity discounts. In these ways, the assembling function of department stores is simplified and made less expensive.

ANOTHER EXAMPLE

Another fine example of economies realized in assembling is found in quite a different industry—the livestock trade. Packers might assemble their livestock by sending out buyers from farm to farm, buying direct from farmers. They still do so in certain parts of the country, but in the principal livestock districts this method of assembling would be too expensive. So there have developed large central livestock markets—

the stockyards—to which farmers consign their livestock in the hands of commission men. The packer buyers simply go out into the "yards," bid for the animals offered for sale, and buy hundreds, and even thousands during a single day at a minimum expense. Similar centralized markets have been developed by grain exchanges, cotton exchanges, etc.

Efficiency in storing goods: So much for the assembling part of marketing. Now let's consider the storing operation. Goods have to be stored at every step of the marketing process. Hence, the name "store" for the retailer's place of doing business. Farmers, manufacturers and wholesalers have to provide storage space. Retailers minimize the storage function as much as they can by buying in small quantities, keeping their stocks low, and increasing their turnover. This is one of the important developments that have been achieved through the establishment of well built and operated warehouses. Special warehouses take care of wheat, wool, cotton, tobacco, etc. Storing in volume means economy. Cold storage houses perform a valuable function in this respect. General merchandise warehouses make it comparatively cheap for manufacturers to keep on hand stocks of goods in different distributing centres. It would be much more expensive if they had to provide warehouses.

Financing marketing operations: As for the financing function, it must be remembered that money is tied up in goods all the time until they are finally consumed. Distributors do not have money enough ordinarily to finance their own operations. If there were no way to borrow money, stocks would be limited, marketing would be slow and cumbersome; enter, the banks. They facilitate and cheapen the marketing process by providing funds. Credit devices of various kinds have also been developed to facilitate the financing of mercantile operations. Ordinary checks and drafts, warehouse receipts, charge accounts, etc., are important.

The giving of credit to customers is one of the problems of marketing. In some localities, bills are paid once a year. This is expensive financing. Shortening of credit terms and the development of efficient credit departments have resulted in economy. Some retailers have shifted the financing function to consumers, requiring them to pay cash. This is a characteristic of chain stores which will be referred to below.

Price fluctuations: We shall pass briefly over the risk function. Whoever becomes the owner of goods during the marketing process assumes certain risks, such as price decline, spoilage, style changes, destruction by fire, etc. The greatest of these is price fluctuation. When a dealer relies principally on price advances in order to make a profit, he is primarily a speculator rather than a merchandiser. That is why many cotton dealers, wool dealers, butter and egg men, wholesale grocers, (those who speculate in sugar and flour) have their ups and downs.

SOME EXAMPLES

The best examples of minimizing the risk of price fluctuation are probably found in the grain and cotton trades where future trading has developed. Sugar, coffee, butter, eggs, provisions and cottonseed oil are other examples, though not so important. When there is organized future trading, it is possible for dealers to protect themselves from price changes by means of hedging. Other factors that have made for price stabilization and lessening of risks are dissemination of price information, standardization of quality, packaging, branding and advertising.

Sorting and grading: Sorting and grading is the next marketing function. Many kinds of goods have to be sorted by grade. Some of this can be done automatically, as in the grading of peas for canning by passing them over screens with openings of different sizes. Eggs have to be "candled" by looking at them when they are held up against a strong light. Speed and accuracy have been developed

in grading and packing eggs. Butter is "scored" on the basis of 100 points, which stands for perfection.

It is in connection with sorting and grading that co-operative marketing has played an important part. Consider the California Fruit Growers' Exchange, the raisin and the cranberry associations. This question of grading applies more to agricultural products than to manufactured products. Great progress has been made; more is coming.

Cheaper ways of selling: Now we come to the selling function, which means the seeking out of customers, making them want your goods, and getting them to place orders. This is the most important and the most costly of the marketing services. Salaries and expenses of salesmen are the largest items of expense in wholesale and retail houses. Selling expenses, therefore, offer the greatest opportunity for reduction, and it is here that we find the most improvement in the marketing process—improvements that are going on today.

Advertising is a part of the selling function as described above. By using the printed word, rather than word of mouth, the creation of demand has been simplified and made less expensive. Goods that have been successfully advertised require less salesmanship than those that have not been advertised. Advertising performs an important part of the selling function in the most economical manner. It would require a prohibitively large sales force to develop the consumer demand that advertising creates.

Not only has advertising simplified and economized the selling of goods, but great strides have been made in making advertising itself more effective. There has been waste in advertising due to insufficient analysis of the market, poor selection of mediums, etc. These matters have been receiving consideration.

Advertising does not represent an economic waste when it shifts demand from one product to a similar one, any more than sales-

manship is wasted when it accomplishes this result. It is a part of the competitive regime—the foundation on which our business organization is built. It furnishes the cheapest way of meeting competition.

Chain stores: Chain stores have become the most important development in the merchandising field, largely because they simplify the selling function, and partly because they shift the performance of certain functions to consumers. As already mentioned, they shift the financing of goods, after they are sold, to the consumer by requiring him to pay cash. They also get the consumer to perform the transportation of his goods from store to home. In other words, chain stores obtain part of their economies by cutting down service.

Only a certain portion of the public, however, is willing to undertake the financing and hauling of its purchases. When there are enough chain stores in a city to reach all the people who are willing to perform marketing functions for themselves, the chains cease to expand, they often get to fighting among themselves, and sometimes consolidations and refinancing seem to be in order. The saturation point for grocery chain stores has apparently been reached in some Eastern cities. There is still room for their growth in other parts of the country. Their growth is limited by their ability to shift the performance of marketing services to consumers.

CHAINS AS WHOLESALERS

Grocery chains have effected substantial economies in performing the wholesaler's function, and in this respect furnish one of the best possible illustrations of simplifying the selling operation.

The average cost of doing business of the wholesale grocer is about 9 or 10 per cent of sales. The large chain grocer cuts out the wholesaler and buys from the manufacturer. However, he has to have a warehouse of his own, make deliveries, etc., just as does the wholesale grocer. But the

principal item of expense to the wholesale grocer is the payment of salaries and expenses of salesmen. This, the chain store wholesale department simplifies and well-nigh eliminates. Instead of having to send out salesmen, orders are received from member stores by phone or mail or wire. The selling operation is greatly simplified. As a result of this, together with more rapid stock turns, the chain store wholesale department probably operates at less than 5 per cent. No definite figures have been made public so far as the writer knows.

This saving at the wholesale end is one of the most important reasons why grocery chains have developed. The impossibility of any such saving is one reason why chain meat shops have not developed so rapidly. The meat packers do their own jobbing through branch houses, where the cost of doing business is already lower than 5 per cent. There isn't much chance to save there.

Chain stores find other ways to simplify the wholesale marketing functions. They reduce the storage service to a minimum, because in their warehouses they carry a limited line of goods, as compared with the wholesale grocer. They know the needs of their own retail outlets, and can, therefore, buy and keep in stock only what will be needed. Turnover is accelerated. There are no accumulations of old stocks. This rapid turnover is carried out also in the retail outlets.

Furthermore, the financing operation is simplified, because no credit machinery has to be maintained for financing retailers. The salesman's time in the retail store is saved because packaged goods are handled very largely, and because the salesman becomes accustomed to the units of sale, knows the best way to wrap up goods, etc. It takes less time to wait on a customer than in the regular service store.

Co-operative wholesale houses: Analogous to the savings in the wholesale departments of chain store companies are the savings

of co-operative wholesale houses in the drug trade, grocery trade, and to a certain extent in other trades. In many cities we find that retail druggists have banded together and formed their own wholesale houses. These houses save the great expense of sending out salesmen. Clerks take orders over the telephone from member stores. Goods must be paid for in cash or on short-time credit terms. A limited variety of goods is carried, and hence, turnover is more rapid. True, these companies do not provide the valuable services performed by the regular wholesale druggist, who carries a great variety of goods, makes frequent deliveries on short notice, and finances the retailer by giving him credit. The regular wholesaler is necessary in the drug trade, but co-operative purchase has taken away part of their trade because of the economies resulting from simplified marketing services.

QUANTITY BUYING

Finally, the selling function has been simplified and made more easy to perform by quantity buying. When goods are handled in large lots, there is less direct sales expense; there are also less packing, lower freights, etc. Chain stores, department stores, mail order houses, and co-operative groups of retailers have the advantage of buying in large lots and, therefore, at lowest possible prices.

Transportation: There remains only one marketing service that has not been discussed. This is transportation; and here again, we find examples of economies resulting from the finding of cheaper and simpler ways of doing things. Railroads do most of the hauling of goods from one place to another. But there is the hauling of produce from farm to railroad station which is being made simpler and cheaper by the use of trucks operating over good roads. There is also the delivery of goods from wholesaler to retailer and from retailer to consumer. Here, again, the truck has been displac-

(Continued on page 117)

Why Do They Select the Fifth Avenue Coaches?



Over 69,000,000 passengers used the Fifth Avenue Coaches during the past 12 months. The subways, elevated and surface cars carried 2,716,800,000 passengers.

Granting that the districts between Washington Square and the Battery are not reached by the coaches, practically every other district in the City is, so that the 69,000,000 riders who used the coaches could have ridden home, or to the office, or shopping district, in less time for half the cost, by using the cars or subways. They did not, because they wanted a clean, comfortable, *seated* ride, and they elected to pay ten cents for it.

Every passenger seated means greater advertising value to the advertiser. Have you seen the opinions of the advertising space in the coaches, written by advertisers whose cards are now displayed in the coaches? They are astonishingly good, and from the highest type concerns in New York City.

Now is the time to buy space. Yearly contracts get the advantage of the rate now in effect, regardless of the increase in coaches. Five year contract rate quoted upon request.

13% Agency commission

3% Cash discount

JOHN H. LIVINGSTON, JR.

Advertising Space in the Fifth Avenue Coaches

*(The ten cent fare coaches in which
no standing is allowed.)*

425 Fifth Avenue, New York

Telephone Caledonia 0260

NO SUMMER slump for The New Yorker! The circulation of The New Yorker has grown steadily from a net sale on January 1 of 31,900 to a present sale of 45,000 copies weekly—its circulation peak to date.

The
NEW YORKER

25 West 45th Street, New York

40,000 of The New Yorker's sale is in the Metropolitan District, where you can look to 20 per cent of your business,—but in which national magazines as a whole offer you approximately only 8 per cent of their total circulation.

The
NEW YORKER

25 West 45th Street, New York

What Price Circulation?

Advertisers and their agents continue to increase the cost of advertising without proportionate increase in value. They encourage too keen competition among newspapers and all other publications for circulation.

Circulation is the most tangible and most popular, if not always the best, measure of a publication's advertising value.

In a natural desire to win the prize—the national advertising contract—a publisher forces his circulation beyond the point of profitable returns, increasing the cost of production and of advertising.

Such circulation is worthless to the advertiser, agency and publisher alike.

Among the cardinal principles of appraising newspaper and other periodical values are the character, sincerity of purpose of the publisher and his representative, the business management and financial structure of their organizations.

Inflated circulation will cease to be sold just as soon as the advertiser ceases to buy it.

Why not stop it?

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit
Atlanta

New York
Chicago

Kansas City
San Francisco

ing the wagon. Co-operative delivery service among retailers has, in a few cases, still further reduced the expense.

Forces making for higher costs:

While all these economies in the marketing process have been going on, there have been forces which have tended to offset them. The increasing demand for service by a large part of the consuming public has tended to increase merchandising costs. Style changes have become more frequent, thus rendering many articles obsolete more quickly. The increasing number and variety of goods that a retailer or wholesaler must carry has tended to make larger stocks and stores necessary. The desire on the part of the retailer to buy in smaller quantities more frequently has made it hard for the wholesaler, who has to send salesmen out more frequently, and who has to pack and ship in smaller quantities.

In conclusion, it should be explained that the foregoing discussion is not meant to cover all the methods that have been adopted to increase sales efficiency. The training of salesmen, adoption of incentive plans for paying salesmen, study of store location, better accounting methods, etc., etc., have all played their part, and hold promise for the future. The object has been to point out that in the performance of the important marketing services there has been continuous progress, leading to their simplification, and making for greater efficiency in the whole marketing process.

The cost of distribution may not have decreased during recent years, but there is no telling how much higher it would be if it had not been for the intelligent progress made by men whose job it is to perform the complicated services necessary in getting goods from producers to consumers.

To Represent Automotive Publication

E. L. Carroll has been appointed Eastern advertising representative of *The Journal of the Society of Automotive Engineers*, New York.

Carbonated Bottler's Campaign Ready to Start

Early in August the American Bottlers of Carbonated Beverages will start their advertising campaign for which plans have been under way for some time. The advertising committee, meeting in New York recently, approved a list of twenty-two periodicals which will carry advertising in August and September issues.

The organization already has received contributions for this co-operative effort from more than 1,400 concerns in the carbonated beverage and affiliated industries. Questionnaires have been sent out to many of the leading co-operative associations which are conducting aggressive advertising campaigns. The replies outline the many benefits which such advertising activities are producing for their members and this information is being used to stimulate more interest and greater participation in the bottlers' campaign from the industry.

The Millis Advertising Co., Indianapolis, is directing this account.

L. P. Dutch Starts Merchandising and Sales Service

A new merchandising and selling service for bankers, manufacturers and advertising agents has been started at Boston by Leon P. Dutch. For several years he has been engaged in magazine work in New England, until recently representing the Butterick Publishing Company. Mr. Dutch also has been New England manager of the *Woman's Home Companion* and, at one time, was with the Fonda-Haupt Company, New York.

Independent Oil Men to Meet

The Independent Oil Men of America will hold their fall convention at Atlantic City, N. J., from October 26 to 28. A national advertising campaign is being conducted which features the "Spread Red Eagle" trademark of the Independent association. The meeting will be held in conjunction with the National Petroleum Marketers Association.

J. N. Garver Appointed by Buffalo Bank

John N. Garver has resigned as director of the investigating division of the National Better Business Bureau in Florida to become assistant secretary of the Manufacturers' & Traders' Trust Company, Buffalo. He was formerly manager of the Buffalo Better Business Commission.

Joins Minneapolis Agency

Florence F. Rowles, recently advertising manager of the L. R. Brown Company, St. Paul, Minn., wholesale milliner, has joined the staff of the Harrison-Guthrie Agency, Minneapolis.

Audit Bureau Reports to Show Ad- vertising Rates

ADVERTISING rates will now be included in the statements of the Audit Bureau of Circulations as the result of a decision made by the board of directors. This additional service to its members will commence with newspaper statements for the period ending September 30, 1926, and will be extended to include the statements of periodical publishers beginning with statements for the period ending December 31, 1926.

This additional information will be shown on the fourth page of all statements of publishers who desire to take advantage of this added service. Complete rate cards are to be shown, preferably the standard rate cards adopted by the American Association of Advertising Agencies. The only restriction imposed is that the information shown shall be confined wholly to rates.

Paul Block Organizes Consoli- dated Publishers, Inc.

The Consolidated Publishers, Inc., has been organized by Paul Block and associates, to hold full stock ownership in the publishers' representative business, Paul Block, Inc., and in Mr. Block's newspapers, the Toledo, Ohio, *Blade*; Newark, N. J., *Star-Eagle*; Duluth, Minn., *Herald*, and the Lancaster, Pa., *New Era*. All of the stock will be held by Mr. Block and his associates in the management of the papers.

Mr. Block informs **PRINTERS' INK** that this in no way means any change in his organization or in the management of his newspapers, except in the case of the Toledo *Blade*, with which he has been associated for nineteen years and which he recently acquired. On this paper there will be a few changes in the organization.

Infants' Wear Account for Spivak

Feltman Brothers, Inc., New York, manufacturer of infants' wear, has placed its advertising account with M. Spivak, New York advertising agency. Business papers, children's magazines and direct mail will be used.

O. S. Johnston has been appointed advertising representative in the Montreal territory for the *Canadian National Railways Magazine*, Montreal.

Ivan B. Nordhem Heads Bakery Merger

Ivan B. Nordhem, who has long been engaged in outdoor advertising work, has become chairman of the board and president of the newly organized Liberty Baking Corporation. This company, which will have headquarters at New York, is a merger of fifteen non-competing baking plants located in various parts of the country.

Mr. Nordhem was formerly head of the outdoor advertising business which was conducted under his own name. He resigned in 1921 and, subsequently, the name of the business was changed to the Outdoor Advertising Agency of America, Inc.

For many years he has worked in close association with the Ward Baking Company and other baking advertisers, in 1922 organizing the Quality Bakers of America, which has more than ninety members.

Other officers of the Liberty Baking Corporation, in addition to Mr. Nordhem, are: Jesse N. Barber, vice-president; J. E. Lucier, vice-president and general manager; Henry Kiefer, treasurer, and L. W. Young, secretary.

"Rock Products" Advances G. M. Earnshaw

George M. Earnshaw, formerly Central advertising representative of *Rock Products*, Chicago, has been promoted to advertising manager. Walter E. Edwards succeeds him as Central representative with headquarters at Cleveland.

Ralph C. Sullivan has been appointed Eastern manager with headquarters at New York. He was formerly business manager of *Barrel & Box*, Chicago.

Increase in National Tea Sales

The sales of the National Tea Company in June totaled \$4,324,435, against \$3,654,635 in that month last year, a gain of 18.3 per cent. During the first six months of 1926, sales were \$26,466,358. This compares with \$22,625,913 reported for the first half of 1925, an increase of 16.9 per cent.

Farm Paper Account for E. T. Howard

D. B. Smith & Company, Inc., Utica, N. Y., manufacturer of sprayers and spray pumps, has placed its advertising account with the E. T. Howard Company, Inc., New York advertising agency. Farm publications, only, will be used for the present.

Drug Specialty Account for Dauchy Agency

The Block Drug Company, Brooklyn, N. Y., distributor of Carmen Complexion Powder and other products retailing to the drug trade, has appointed The Dauchy Company, New York advertising agency, to direct its advertising. Newspapers and magazines will be used.

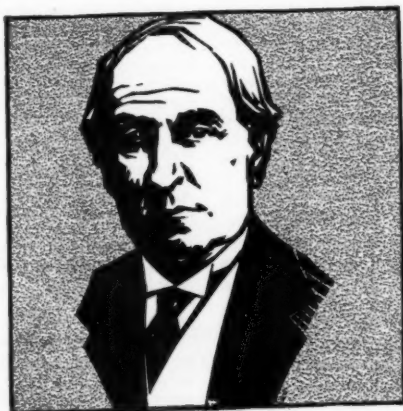
K N O W N M E R I T



HERBERT H.

ASQUITH

European Politics



The Advertiser's Compleat Pascal

A Quotation or Two, Picked at Random, Which Show a Great Thinker's Ideas as They Apply to This Business of Marketing

By Don Gridley

"PEOPLE are generally better persuaded by the reasons which they have themselves discovered than by those which have come into the minds of others."

When I ran across that paragraph in the writings of Blaise Pascal I suddenly remembered the words of a veteran copy writer spoken at the completion of a successful campaign for a new product.

"One of the secrets of good copy," he said, "is not to tell your prospects what they ought to think but to set forth your sales message in such a way that they begin to wonder how you happened to think of that idea, too. The great politicians are the men who are able to stand upon the platform and send up rockets of platitudes as though they were original thoughts in such a way that every person in the audience sits back and says, 'That fellow's got the right idea. That's just what I always thought.'"

"The advertiser can't fall back on platitudes but he can present his sales message in such a subtle way that it dovetails into people's thought with little effort. If his arguments are tacks which tear into prospect's thoughts they won't be half so effective as they will be if they are little notches that fit between other little notches in consumers' minds."

Words differently arranged have a different meaning, and meanings differently arranged have different effects.

Here Pascal hit upon the secret of good writing and good copy. It is an old, old thought, almost as old as language, but it touches the vital difference between good copy and poor copy, between workmanship and inspiration. Written in black letters and stuck on the wall above the copy writer's desk these words might well be a true source of inspiration when copy seems wooden and words don't seem to

arrange themselves in the proper sequence. It was Don Marquis who said that writing consisted merely in taking words from the dictionary and sticking them end to end. It was also Don Marquis who said he could write just as poor stuff as Harold Bell Wright but that he couldn't seem to write the same kind of poor stuff.

All the false beauties we blame in Cicero, have their admirers, and in great number.

This is a thought that should be engraved on the brain of every copy writer who is in danger of an attack of "prose stylism." After all, an advertisement is a sales message, not a prose essay and some of the tricks of the trade which have proved themselves in the past, while they may seem a trifle tarnished and tawdry to the writer, may have a much deeper appeal to the average consumer than the more polished phrases of the Stevensonian writer of copy.

High hat copy is all right when you're talking to high hat wearers. It is well to remember, however, that there are a great many admirers of the "false beauties of Cicero."

I always feel uncomfortable under such compliments as these: "I have given you a great deal of trouble," "I am afraid I am boring you," "I fear this is too long." We either carry our audience with us, or irritate them.

How many advertisements have we read that have the same apologetic note? How many sales letters? How many salesmen's presentations?

The best sales argument, whether it be oral, in an advertisement or in a letter, is the argument that comes out boldly and says what it has to say with no further explanations or apologies.

People won't read your sales arguments if they are afraid of

Men who buy space

are the judges of the merits of advertising media. Their judgment is based on market analysis and proven sales performances.

Therefore, among the many accounts appearing in The TIMES-UNION you will find

*American Bond & Mortgage
Company*

*Victor Talking Machines and
Records*

Oneida Community Plate

Eastman Kodak Company

White House Coffee

Exide Batteries

White Owl Cigars

Pluto Water

Brunswick Panatropé

Kayser Silks

Easy Washer

Lipton's Tea

Simmons Beds

Lux Flakes

Larvex

The Times-Union

*The leading newspaper in Albany, N.Y.
by every possible logical comparison*

VERREE & CONKLIN

National Representatives:

New York

Chicago

Detroit

San Francisco

Complete Coverage of th



Largest Net Paid at Highest Subscription Price. The Backbone of Every Successful Sales Plan Covering the Textile Industry.



The Standard Book of Specifications for Buyers of Textile Machinery, Supplies and Equipment. 1926-27 Edition Now

Closing.

of the Textile Industry



The
Business Guide
of the Industry.

Our Weekly Service
for Clients.



Interested in textile trade marks?

If so, you will want a copy of the new edition of the Directory of Branded Textile Merchandise—a Textile World publication. Contains over 27,000 textile trade marks and tells kind of product, owner, method of sale and whether registered. Postpaid, 85 per copy.

Textile World

334 Fourth Ave., New York

Member
Audit Bureau of
Circulations



Member
Associated Business
Papers, Inc.

being bored. Therefore why apologize for boring them? Or, if the apology is not direct, why imply it? Once they have a suspicion that you feel you are boring them they'll be bored—and lost forever so far as your sales message is concerned. What is more, the next time they see your advertisement or get your letter or greet your salesman they'll remember that you once apologized to them for boring them.

Eloquence is an art of saying things in such a way—(1) that those to whom we speak may listen to them without pain and with pleasure; (2) that they feel themselves interested, so that self-love leads them more willingly to reflection upon it.

That sums up pretty well the purpose of a good sales message, oral or written. First, phrase the sales message in such a way that it is listened to with pleasure and second, make that phrasing skillfully build the kind of interest which taps the well-springs of self-love (satisfaction, if you will) and leads to action.

Pascal called it "eloquence." The modern advertiser calls it "good selling."

It consists, then, (he continues), in a correspondence which we seek to establish between the head and the heart of those to whom we speak on the one hand, and, on the other, between the thoughts and the expressions which we employ. This assumes that we have studied well the heart of man so as to know all its powers, and then to find the just proportions of the discourse which we wish to adapt to them. We must put ourselves in the place of those who are to hear us, and make trial on our own heart of the turn which we give to our discourse in order to see whether one is made for the other, and whether we can assure ourselves that the hearer will be, as it were, forced to surrender.

Too often the advertiser forgets that he himself is a "typical prospect" and that the answer to many a sales problem may be written on the consumer side of his own heart as opposed to the business side of his heart.

We ought to restrict ourselves, so far as possible, to the simple and natural, and not to magnify that which is little, or belittle that which is great. It is not enough that a thing be beautiful; it must be suitable to the subject, and there must be in it nothing of excess or defect.

Not to magnify that which is little! How many copy writers, in seeking for a new copy angle, have chosen some minor point on which to hinge a whole campaign and overlooked the truly forceful appeals which are always basic. The result is a campaign built on trivialities, an effort to make a penny squib make as much noise and produce the same effect as an explosion of a sixteen-inch coast artillery rifle.

The last thing one settles in writing a book is what one should put in first.

The same thing may apply, in many instances, to writing an advertisement. Many advertisements, of course, are written from a catchy headline down. Some of the best advertisements, however, are written from a good idea up. The headline is the last thing written. Because it comes last it is in the nature of a true summary of what the copy has said. After all a headline is not an introduction. It is a summary put out of its natural place.

Let no one say that I have said nothing new. The arrangement of the subject is new. When we play tennis, we both play with the same ball, but one of us places it better.

This is a thought that Pascal harps on again and again, yet his continued reiteration is excusable. The thought is the basis of the writer's art—the basis of all good writing. We both use the same ball, but one of us places it better. We both use the same words, but one of us arranges them better. In the arrangement is the secret of writing success.

Blaise Pascal died in 1662. The advertiser, however, who believes in clear thinking and clear writing will find Pascal as much alive today as he was in the seventeenth century. Ideas do not change. They expand and flower.

New Account With J. H. Cross

Edmond's, Philadelphia, manufacturer of Edmond's permanent waving machines and toilet specialties, has appointed the J. H. Cross Company, advertising agency of that city, to direct its advertising account.

ADVERTISING GROWTH

Jan. gained	44%
Feb. "	38%
March "	51%
April "	41%
May "	59%
June "	47%
1st 6mo. "	46%



STEADY, solid growth—simply because advertisers find it pays to talk to our kind of grocer in his own language and in a publication written especially for him.

THE PROGRESSIVE GROCER reaches 50,000 live grocers, jobbers and brokers. The cost of double pages in color is less than 12c per dealer for a year's campaign.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York





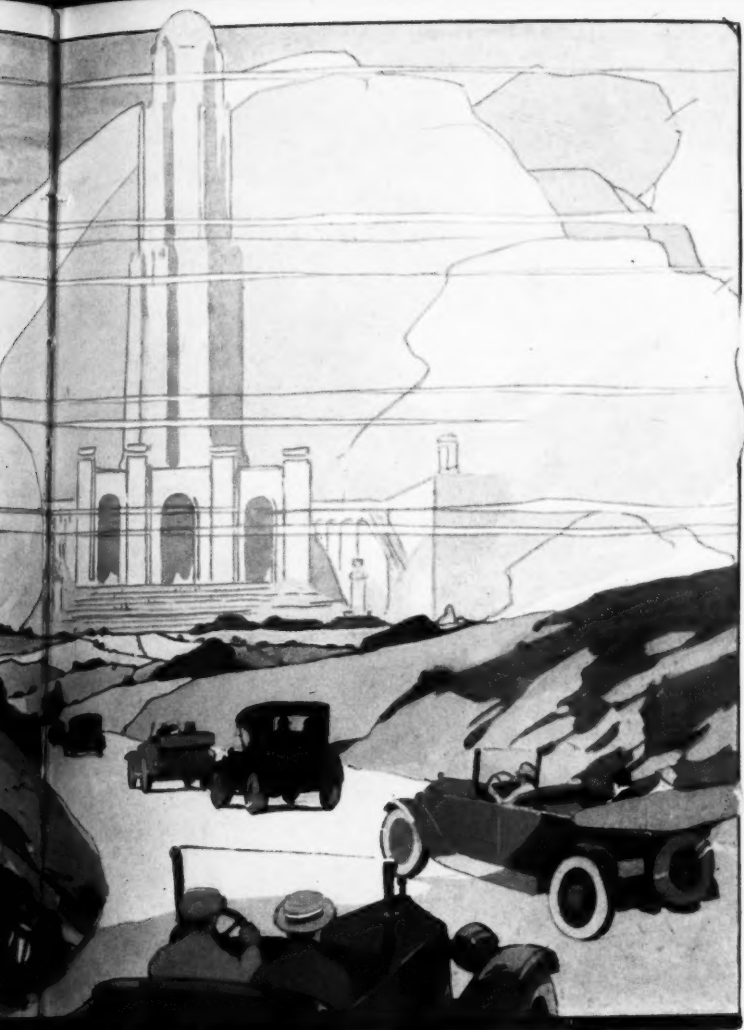
ALL ROADS LEAD TO PHILADELPHIA

Attracted by the great Sesqui-Centennial Exposition, millions of motorists are on the road. They need gasoline, oil, tires and supplies as they go. Whatever goods or services they need—beverages, or any other, Outdoor Advertising is the only medium that reaches them.

One Park Avenue
New York City

General Outdoor Advertising

Sales Offices and Branches in 44 other cities



PHILADELPHIA THIS YEAR

Millions of motorists will pack the roads to Philadelphia, using up good or services you have to offer, whether automotive, food, or any medium that will tell your story to these motorists as they pass.

Indoc Advertising Co.

Harrison & Loomis Sts.
Chicago, Illinois

and Brokers in 44 other cities

The Romance of Building...

Whether it be a modest cottage or a palatial country home, the romance of building a new home makes it a matter of the very first importance to its owner.

THE CLASS GROUP

covering Better Homes—inside and out
comprising

HOUSE BEAUTIFUL ARTS & DECORATION GARDEN & HOME BUILDER	COUNTRY LIFE ARCHITECTURE ARCHITECTURE
---	--

... reaches over 200,000 people who are searching for authoritative information and suggestions which will fortify their judgment and insure permanent satisfaction with the investment which they are about to make.

COLOR PAGES

... which are sold in this Group as a unit ... are being used by an ever increasing number of manufacturers of Shelter Products to effectively reach this most desirable market.

Walter C. McMillan, Inc.
565 Fifth Avenue New York

Representatives
Travers D. Carman, 194 Boylston Street, Boston
Fred H. Ralston Co., Tribune Tower, Chicago
Gordon Simpson, Chapman Bldg., Los Angeles

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This Legal Short Cut Has Saved Money for Trade Associations

The Consent Decree Is a Quick and Less Expensive Way of Settling Anti-Trust Cases

*Washington Bureau
of PRINTERS' INK*

SEVERAL recent court decisions, in the form of consent decrees, are especially interesting and valuable for two reasons. One is that they set forth in unmistakable terms certain practices of trade associations which are illegal, according to agreements between the Government and all parties involved. Then, they serve to illustrate the advantages of a court proceeding which is a short cut to a desired result, and which saves a great deal of time and money in the administration of the anti-trust laws.

Probably because of the uncertain condition of food distribution, the decrees show that a dangerous tendency exists among food distributors to combine in restraint of trade. Within the last two months, two wholesale grocers' associations have had final consent decrees entered against them, and two other recent decrees add considerably to the solution of the problem concerning just what trade associations may and may not do under the law.

In the case of the Government against the California Wholesale Grocers' Association, the decree consented to by the Department of Justice and the association sets forth that the combination and conspiracy in restraint of interstate trade and commerce and the acts, and the agreements and understandings in restraint of interstate trade and commerce, as described in the petition, are violations of the Sherman Anti-Trust Act. The decree then perpetually enjoins, restrains and prohibits the defendants from agreeing, combining or conspiring, directly or indirectly, among themselves or with others, from continuing any such agreement, combination, or conspiracy, and defines its prohibitions as follows:

"To do any act or thing whatsoever, design, or the reasonably to be expected effect of which would be, to deter, prevent, or discourage by boycott, intimidation, withdrawal of patronage or other coercive acts whatsoever, or threat of the same, any manufacturer or producer of groceries or other like articles, without the State of California, from shipping, transporting, or selling such groceries or other like articles to any customer or person, or to any class of customers or persons, within the State of California."

The decree in the case of the Government against the Oregon Wholesale Grocers' Association is almost a duplicate of the decree just mentioned. Both decrees illustrate a legal process of rather recent development which is a vast improvement on the usual methods of prosecution and defense. Litigation under the anti-trust laws differs from any other class of litigation in the complexity of the facts dealt with and the uncertainty in the points of law involved. Anti-trust cases usually require years to try, necessitate huge outlays for counsel fees and other expenses, and frequently result in great damage to the goodwill of the industry affected. Hence, many of the advantages of the consent decree are obvious.

THREE KINDS OF DECREES

An examination of a few of the cases will show that the decrees are of three kinds:

(1) Where counsel for the Government and counsel for the business affected agree in advance that certain readjustments are necessary in the business to conform to the law. In such cases, a petition in equity and the agreed decree are entered simultaneously.

(2) Where after a suit is brought, counsel for the business affected concludes that it is use-

less to contest the case and submits to a decree embodying all of the relief asked by the Government.

(3) Where after suit has been brought, counsel for the Government and counsel for the business affected agree that the Government is entitled to a part, but not all, of the relief prayed for, and cause to be entered a decree in the nature of a compromise in order to avoid a long and expensive litigation.

A recent communication from the Attorney-General to the president of the Senate, brought down to date by the Department of Justice, shows that out of a total of 111 decrees obtained by the Government in civil suits under the Sherman law, sixty-seven were consent decrees. It is impossible, from the data at hand, to allocate these sixty-seven decrees to the classifications mentioned; but it may be said, in general, that a majority of them, possibly a large majority, are of the third class.

There are a certain number of acts which are universally regarded as in restraint of trade and contrary to public policy. These include price agreements, divisions of territory or allotments of customers, and agreements to curtail production. These acts generally receive attention on the criminal side of the courts. Hence, they are usually the basis for consent decrees of the first classification.

THE LAW IS NOT WELL SETTLED

The law with respect to corporate combinations and the like is not nearly so well settled. Criminal prosecutions in such cases are extremely difficult, one of the chief problems being to establish the requisite intent. Moreover, the problems presented in such cases are usually beyond the grasp of the average juror. Hence, in many cases of the kind, a consent decree may be a decided advantage to the defendant.

A case which evidently came under the second classification was that of the Government against the National Food Products Corporation. In this, the Government at-

tacked a corporation formed primarily to hold investments in other corporations engaged in manufacturing and marketing various kinds of food products. The company had been formed along the lines of an investment trust. But in its advertising to promote the sale of its securities the company represented to the public that the investment trust would be used as a means for further co-operation among those competing companies whose stocks were to be acquired. This advertising was directly responsible for the company's undoing, although the investment trust denied that it had any such purpose after the Government filed its suit.

However, the consent decree, handed down by the District Court of the United States for the Southern District of New York, includes all of the Government's prohibitions, and seeks to protect prospective purchasers of stock in the concern by the following unusual requirement:

"That National Food Products Corporation shall forthwith cause to be printed and published in one or more daily newspapers of general circulation published in the Borough of Manhattan, City of New York, a statement, the form of which shall be approved by the United States Attorney, notifying purchasers of stock in National Food Products Corporation and the public generally as to the terms of this decree."

It is probable that the Government obtained a greater measure of relief by this decree than could have been expected from litigation. Undoubtedly, the reason for this is that the corporations involved would have suffered to a considerable extent from litigation in the matter of good-will. The decree required that the National Food Products Corporation dispossess itself of all its interest in shares of voting stock of each of the following corporations:

Abbotts-Alderney Dairies, Inc.; James Butler Grocery Company, Economy Stores Corporation, Great Atlantic & Pacific Tea Co., National Dairy Products Corpo-

DALLAS



An Ascending City

Dallas. 42nd among American cities in 1920. 37th in 1925. Moving forward.

Nineteenth in volume of business among American cities.* *Seventh* in volume of business per capita.

Twenty-five million dollars more bank clearings so far this year than last. \$150,000 more postal receipts.

More than ten percent in-

crease in family population, as shown by city utilities connections, this last year.

Dallas lies at the heart of an agricultural area of great wealth, where crops of feed and foodstuffs are now being harvested than which the memory of man recalleth none better.

Marketeers will find in all America no more promising theatre of effort than this.

*Bank clearings for 1925.

*Dallas is the door to Texas
The News is the key to Dallas*

The Dallas Morning News

ration, Reid Ice Cream Corporation, and the United States Stores Corporation.

The decree in the case of the Government against the National Fisheries Company, and about twenty-eight others in the same business, appears to be a typical example of the third classification. Suit had been brought, and the final decree indicates that a compromise has been reached.

This decree prohibits agreements as to the fixing of prices to be paid for fish and several other practices usually connected with restraint of trade. It is unusual in that it outlines legitimate activities by combinations of distributors with the following provisions:

"That nothing in any of the foregoing provisions of this decree shall be deemed to prohibit the defendants, or any of them, from being members of a trade association, the objects of which are to collect and disseminate accurate information relative to the fish business and otherwise properly to advance the interests of its members, provided that (1) such association is not used as a means for reaching or attempting to reach any agreement or understanding (express or implied) as to any concerted action hereinabove forbidden, or any other matter tending to restrain competition in interstate trade and commerce, (2) membership in such associations is open to competitors of the defendants on the same basis as it is open to the defendants themselves, (3) no person is compelled by any means, direct or indirect, to disclose any facts or information for compilation or for any other purpose which he does not wish to disclose, and (4) all information collected by such association and made available to its members is available on like terms to non-members requesting the same."

From these cases, and all of the others in which consent decrees have resulted, it is readily seen that the decrees are the outcome of an attempt greatly to simplify court procedure. Arbitration and compromise are generally favored

both throughout industry and in the law. It is beyond question that the satisfactory adjustment of any controversy that would otherwise give rise to a protracted and expensive litigation is highly desirable. The many cases resulting in consent decrees prove that, in favoring industry by encouraging this legal short cut, the Government is substantially preserving and defending the rights of the public.

When I First Met "Printers' Ink"

PENNSYLVANIA LAWN MOWER WORKS
PHILADELPHIA

Editor of PRINTERS' INK:

I have been reading *PRINTERS' INK* since about 1897, at which time I was associated with the Supplee Hardware Company in charge of Pennsylvania Lawn Mower sales.

It is hard to select from the vast number of impressions received from almost thirty years of continual association with your "big" little publications, any outstanding ones that have influenced our program, but I feel warranted in saying that it holds the same place in a continuance, growth and development in advertising matters that the Bible does in Spiritual affairs; in fact, while I hate to confess it, I fear it gets more of our time and attention than the latter.

Hoping it will continue to grow in usefulness, although this seems hardly possible, I remain

J. S. BONBRIGHT,
Sales Manager.

L. J. Belknap Heads Worthington Pump and Machinery

L. J. Belknap, formerly president of the Rolls-Royce Company of America, New York, has been elected president of the Worthington Pump and Machinery Corporation, also of New York. He succeeds C. Philip Coleman who has been made chairman of the board of directors.

Nurseries Account for Frank B. White Agency

The O. A. D. Baldwin Nursery Company, Bridgman, Mich., formerly the Baldwin-Whitten-Ackerman Nurseries, has appointed the Frank B. White Company, Chicago advertising agency, to direct its advertising account.

D. F. Samson Starts Own Business

David F. Samson, formerly with the International Display Company and the General Outdoor Advertising Company, has opened his own advertising art studios at Cleveland.

Figures Tell the Story

**Brooklyn's Population is the
Second Largest in the United
States and—Growing Rapidly**

To Reach

80,000 Families

of this Prosperous Community

use the Brooklyn Times

The leading Retail Stores use it because it has the largest circulation in Brooklyn.

The Times is delivered into homes directly by our own carriers—It is the only newspaper in Brooklyn that has its own CARRIER SYSTEM—and GROWING RAPIDLY.

ADVERTISING

First Six Months 1926

Compiled by Evening Post Statistical Dept.

	GAIN	LOSS
BROOKLYN TIMES	1,201,164	
Brooklyn Eagle	779,048	
Standard Union		470,344

CIRCULATION

A. B. C. Audit Report, Year April 1, 1925-March 31, 1926

BROOKLYN TIMES	daily average—75,643
Brooklyn Eagle	—73,413
Standard Union	—62,215

Foreign Representative—LORENZEN & THOMPSON

A Chain Of Influences Which Pro



① Mr. and Mrs. Young, typical of the 550,000 frequent and ardent moving picture enthusiasts who read Photoplay—



② catch from the screen tempting suggestions of every kind: things to wear, things for the home, things to eat (confections like these, for instance).



③ Mrs. Young glancing through Photoplay lights again upon the scene from the picture where she saw herself in fancy—



④ And the maker of Romance Chocolates, advertising in Photoplay, captures her fancy for his merchandise.



⑤ How inevitable that reminder advertising at the point of sale should clinch the prior chain of selling influences into



⑥ that most desirable of all ends—a new customer.

note The Sale of Romance Chocolates

Moving Pictures Do Move

THEY move moving picture enthusiasts to new interests.

Clearly it is the most enthusiastic attenders who are moved to the most new interests;—and clearly the most interested attenders are the 550,000 readers of Photoplay.

The screen is no doubt selling *your* product, too.

Don't you see how you can follow through in Photoplay and put this chain of selling influences to work in your behalf?—the moving picture, the pages of Photoplay, your advertising in Photoplay, dealer aids based on your advertising in Photoplay.

Here are four selling influences growing out of a single advertisement.

May we show you how other advertisers have capitalized this chain of influences to their profit?

PHOTOPLAY

Predominant with the 18 to 30 Age Group

JAMES R. QUIRK, Publisher

C. W. FULLER, Advertising Manager

221 West 57th St.
New York

750 N. Michigan Ave.
Chicago

127 Federal St.
Boston

Your Advertising Problem in Buffalo is Simplified

Your advertising in The Buffalo Courier-Express, will reach practically all the buyers in Buffalo and adjacent territory. No advertiser need any longer use two newspapers to tell his story to the same people.

The problem was simplified for you by the merger of two great dailies. The Buffalo Courier-Express stands alone, all-powerful in the morning field — giving you in a single effort a coverage that is definite and absolute.

Also there is a metropolitan Sunday newspaper, The Buffalo Sunday Courier-Express, which will carry your story to the largest audience reached by any paper in New York State outside of New York City.

Courier  **EXPRESS**

Lorenzen & Thompson, Incorporated
Publishers' Direct Representatives

Chicago

New York

San Francisco

Seattle

A Salesman Complains about His Firm's Advertising

A Member of a Large Sales Organization Writes to His Sales Manager and Expresses Some Frank Opinions Regarding the General Advertising Policy of His Company

By W. R. Heath

DEAR R. V. K.:

For more than a year I have studied the advertising put out by our company and have weighed it, summed it up, analyzed it, and tried to see it through unbiased eyes. And having reached quite definite conclusions, I want you to permit me to have my little say.

For one thing, I will be utterly frank. Probably I am in error in spots. Whatever the answer, it seems to me that the house should encourage, rather than discourage, any practical interest the selling staff shows in not only our own advertising, but in all advertising, particularly competitive.

When I talk with fellow salesmen, on the road, I am admittedly shocked and surprised by their absolute ignorance on the subject. Not half of them know what is being done to sell their own lines to the public. Advertising is just a mysterious word to them. Moreover, they are not interested because nobody has interested them in it as a subject worthy of study.

I believe a company's advertising should first be "sold" to the selling organization as a whole. If it passes them, then it can begin on the prospect. If more campaigns went through this process, there would be better advertising and better salesmen. If I have the ability to sell my line to a hard-headed dealer, surely I have the ability to dissect the arguments which are used to sell this line to the public. It appears to be the sales manager's idea that we salesmen are not capable of passing judgment on advertising. It is the popular thing to say, in this regard: "Why bother with the salesman? What he doesn't know on the subject of advertising would fill fifty volumes, and thick ones, at that. He should confine his

attention to his own field. How can he influence what is done, in any event?" I have heard you make just such remarks as that and it invariably struck me as cruel, inconsistent and short-sighted.

I want to tell you that we salesmen use all of the arguments you have in your most progressive campaign, when we sell the retailer, plus a great many more that I have never observed in any of the firm's advertising efforts. We can prove the best sort of envoys for each advertising appropriation. The big problem today, in advertising, is to impress your dealers with this expenditure, its scope and its true significance. Sending out reproductions of a series won't accomplish this and where is the dealer who reads all publications and who follows every line you publish? He doesn't exist.

Can't you see that if salesmen were taken into a sort of partnership, our ideas requested and our co-operation sought, we would come nearer passing on the story of each year's effort to the retailer, than could be otherwise possible? It would be an inevitable result.

SALESMEN ARE NOT CONSULTED

As matters stand now, in the majority of houses, an entire advertising campaign is prepared without a salesman ever so much as seeing a line of it, until the proofs are passed around. And I imagine that what we think or say is not considered important, one way or the other, in any event.

But this was not exactly what I wanted to discuss. It is merely a prelude. Along with a number of other salesmen in my territory, I have some criticisms to make of our advertising. You can take

'em or leave 'em, as you see fit.

During the last six months, I have literally lived on the road, in the truest sense. I have met an army of dealers and absorbed much exclusive, intimate information relative to our line, the people who buy it and why they buy it and why they don't buy it. I have, in other words, access to inside knowledge which I doubt the advertising department has gathered. It requires years of experience to worm it out of a dealer.

Our product is a cheap one. Actually, its talking points are integrity, one's dollars worth, rugged service performed, and all that, rather than an approach to idealism. Ours is not a kid-glove proposition selling to the aristocrat. It is a homespun line and doesn't pretend to strut its stuff in a tuxedo.

Despite this fact, for ten months our newspaper and magazine advertising has tripped the light fantastic in silks and satins. The atmosphere of the advertising is the direct opposite of both the thing the product is and does, and the special prospect it appeals to. I can't understand any such reasoning as that. It just doesn't make sense.

It would be as sensible for me to climb into a fancy dress ball costume, talk in social gibberish, and attempt to make an impression on some little general store proprietor down in Alabama. He would not understand. He would feel ill at ease. He might even think that I had made a mistake and was trying to interest the wrong person in my goods.

Occasionally, our copy makes me smile. I happened to pick up the local paper in Anniston, Ala., one afternoon, and there was one of our four-column advertisements. It looked French and it spoke in highfalutin', embroidered language. It was top-hat from beginning to end. The illustrations were of that type, in their subject matter and in their technique. Beautiful stuff but absolutely irrelevant and out of place. The tempo was wrong for that neck of the woods. The people who might buy an article of this character would never be at-

tracted to, or impressed by, that newspaper series. There was a cock-sure, sassy and up-stage aloofness about the copy that aggravated even me, and goodness knows, I'm not thin-skinned.

I think that our copy should be friendly, chatty, chummy, not exalted and patronizing. If we were selling a product at five times the price and appealing to the upper crust, I could see where this atmosphere might get across. Of course, I do not believe in playing down to a certain prospect, but then again, I do not believe in aiming too high. There's a line across which it is not safe for us to go. And you should hear what some of the dealers say!

There was one series of six pieces, in good size, that carried heavy quotations in French, italicized. I don't know a word of the language. Each time I came on a paragraph of italics it made me just a little angry. You can imagine the effect such copy would have on homely, unassuming farmers and small-town folks, away down in the cotton country.

A SLAM AT HISTORICAL COPY

Now consider that magazine series of ours in which the entire series is based on the historical angle. Our product was first manufactured in an Ohio town, on such and such a date, almost seventy years ago. Interesting. But it doesn't warrant twelve pieces of copy which relate incidents that took place in Ohio during that year.

True, they make costuming possible, and rather fanciful illustrations, as such things go, but I doubt very, very much, if the public at large cares a whoop about those pictures and their accompanying copy. They might appeal to folks in Ohio. But Alabama wouldn't stay up nights to digest these stories.

Selling the product, I will always claim, is more vital than selling history and tradition and prestige and the institution. I know I will find argument here, but from what I can observe, out on the road, selling the product is the first and foremost advertising re-

Hearst newspaper
circulation in
Washington, D. C.,
The Times, evening,
The Herald, morning,
is 108,312 net daily.

These people are
Hearst newspaper
readers, and **MAY**
be **YOUR** buyers!

You must use
their newspapers
to obtain *their*
business.

Only Hearst
newspapers can present
your sales talks
to them.

Hobson, New York; Crawford, Chicago; Franklin Payne, Detroit.

sponsibility. You will say that selling the history of the institution automatically sells the line? I'm not so sure. This is a young and impatient age and it does not necessarily happen that the oldest factory turns out the best goods. A new establishment, just started, can produce an article every bit as good, or better, than the moth-eaten place surrounded by be-whiskered traditions. And people know this. The institutional appeal doesn't make the same impression it did years ago. This is wrong, of course, but it is becoming more and more true every hour.

In the newspapers of the country, rival houses of ours are running copy that is hurting us, or, at least, taking business away. These advertising campaigns stress certain points that are closely knit with the product.

It is my contention that an advertising department should keep track of what the other fellows are doing in their same line. A campaign should not be out a week, before our folks know all about it, in what territory it is running and the character of its specific objective.

Then we should be in a position to build a special piece of advertising strategy to slip in, which might take the sting out of the competitive advertising. But it is our custom to create a connected series of newspaper advertisements to run over a certain period of time and then stick to that prescribed schedule in spite of everything.

Would it not be wise to follow closely what the other houses in our line are doing and to meet them on the battlefield with the right kind of ammunition? Our advertising, especially in newspapers, is built with amazing formality, and then run, months later, whether it fits current conditions or not. A man on the road is conscious of these changes and conditions. He knows what the dealer is saying of a certain rival campaign. He knows the reactions of the buying public.

For almost one month, one of our most successful competitors

has been running reason-why newspaper copy in all the Southern territory. Claims were being made which intimated that this product was the only one doing this or that. Everybody, including the dealer, was all stirred up. The product was selling in great shape. Our line was enjoying a gorgeous slump.

All the while, I could pick up any newspaper and find our company hammering away with a rather conventional historic appeal, three column, ten inches, as if nothing were happening. We were asleep at the advertising switch, say what you will. Now I maintain that the advertising and the sales departments should have known of that localized campaign and a few days after the competitive campaign started should have rushed equally combative copy out to the newspapers to counteract the effort of the rival house.

Some advertisers do this. Why don't we?

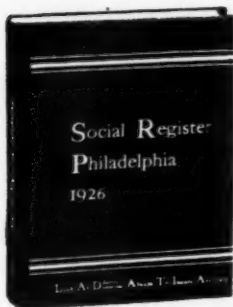
The other day, a dealer voluntarily said to me: "I'm selling almost carload lots of So-and-So. People like it because it does Such-and-Such a thing so well. Their advertising has brought out that particular virtue and the public grabbed it instanter."

Now our product is better than the rival brand mentioned and we can make this same claim. But our advertising has completely overlooked it. Never a word on the subject. Why? While the other house is talking the product and a walloping big selling point, we run pictures of Civil War days and talk sentimentalities.

And there you are! And here we are! And what is going to be done about it?

American Chiclé Profits Gain

The American Chiclé Company, Long Island City, N. Y., manufacturer of Adams chewing gum, Chiclets, etc., reports a net profit of \$620,726, after charges, for the first half of 1926, against \$579,669 for the same period in 1925. Net profit for the second quarter of this year amounted to \$326,826. This compares with \$293,900 in the preceding quarter and \$322,402 in the corresponding quarter of 1925.



**This book lists the men of wealth
and distinction in Philadelphia**

To the leading thousand of these men, selected by a comparison of their membership in exclusive clubs, we wrote simply "Do you read Judge?"

Two hundred and ninety-four answered at once

60.2% read Judge

Nearly everyone added that his family *all* read Judge. One out of every three took the trouble to write at greater length how much and why they liked Judge.

Identical tests of the Social Registers of New York, Chicago, Detroit and Boston show that 59% of the leading families in these cities now read Judge.

Has your article the qualities for this kind of an audience?

Judge

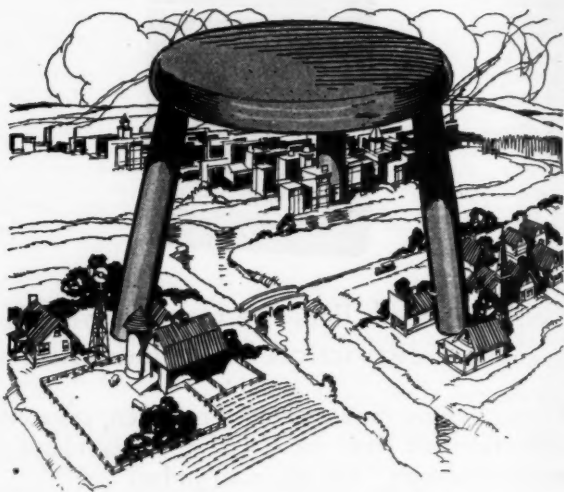
Management of

E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago



A New Angle on An Old Riddle

“**W**HICH is the most important leg of a three-legged stool?”

Each is equally important. Remove any and the stool will fall.

You can apply this answer to advertising. You have three general markets, the city, the small town and the farm.

All are essential to complete national distribution.

If you ignore the farm field you are eliminating a vital part of your trade. You are weakening the support needed by dealers to maintain sales.

In thousands of towns farm trade dominates the dealer's sales. The merchandise that has secured farm family acceptance has the call. Unless you have built demand at this point you are selling under a needless handicap.

The farm field offers you a group greater than the combined population of more than 75 cities in the United States of over 100,000. It is the largest group reachable by one type of medium.

Almost every worth-while farmer reads one or more farm papers.

Agricultural Publishers Association

Victor F. Hayden, Executive Secretary

33 S. Clark Street, Chicago

"Prosperity Follows the Plow"

Business Is Good In Dayton

THE WEATHER:

Forecasted probably
clear, bright, 74°
day, cooler by night.

DAYTON DAILY NEWS

HOME
EDITION

JULY 22, 1926

DAYTON, OHIO, THURSDAY, JULY 22, 1926

PRICE TWO CENTS

DELCO-LIGHT DEVELOPMENT AT 15 Killed, Scores Hurt In Wreck; Daytonians Escape MORaine TO COST \$20,000.000

NEW FRIGIDAIRE PLANT AS SKETCHED IN AIRPLANE PHOTO



TWO PENNSYLVANIA TRAINS CRASH IN REAR-END COLLISION

Consistent Limited Plows Into Washington Express, Which Had Been Stopped to Remove a Broken Rear Wheel the Blueville, Pa.) Intersection.

PITTSBURGH, Pa., June 17—(AP)—Fifteen persons including four women and 11 passengers were killed and scores injured in the wreck of the Washington Express and the Consistent Limited near Blueville, Pa., when the Pennsylvania railroad officials announced today that a head-on crash of all-steel passenger cars in Lehigh Valley and Blueville, Pa., which places the bodies were recovered.

The crash came when the Consistent Limited, which had been stopped to remove a broken rear wheel on the side of the Washington Express, which had crashed when the two trains collided.

WRECK DEAD AND INJURED

PITTSBURGH, Pa., June 17—(AP)—Fifteen persons including four women and 11 passengers were killed and scores injured in the wreck of the Washington Express and the Consistent Limited near Blueville, Pa., when the Pennsylvania railroad officials announced today that a head-on crash of all-steel passenger cars in Lehigh Valley and Blueville, Pa., which places the bodies were recovered.

During the
Month of June
THE NEWS
carried
17,440 Lines More
National Advertising
than the other
Dayton Papers
Combined

WORK ON MILE-LONG FACTORY, DOUBLING FORCE, BEGINS SOON

Construction Work on Huge Program to Be Pushed Following Ground-Breaking Friday—New Industrial City and Population Gain Seen.

General Motors Corp. announced Thursday that \$10,000,000 would be used for expanding plant facilities of the Delco-Light Co. at Dayton, Ohio, and construction work will begin on Friday.

Construction of the industrial city is estimated by the company, and when the work is well under way it will be considerably increased. The company is expected to employ a large number of men, and it is estimated that the work will be completed by the end of the year.

WHAT HUGE EXPANSION PROGRAM OF DELCO-LIGHT CO. WILL MEAN

A factory and an office building of 1,000,000 sq. ft. of space, including 100,000 sq. ft. of space for the factory, will be built on the site of the Delco-Light Co. plant at Dayton, Ohio, and construction work will begin on Friday. The company is expected to employ a large number of men, and it is estimated that the work will be completed by the end of the year.

“FIRST IN DAYTON—THIRD IN OHIO”

I. A. KLEIN
New York Chicago

National Advertising Representatives

A. J. NORRIS HILL
San Francisco Los Angeles

Advertising Securities in Midsummer

Old-Established New England Investment House Decides to Carry On with Full Advertising Schedule through the "Dull Season"

THE idea that people generally do little except bathe, play golf and lie about in Lido chairs during the summer has been long prevalent in many industries. This source of lack of interest in all things pertaining to business has often affected the advertising of investment houses in midsummer.

It is interesting to note that an investment house in staid New England decided this year to carry on throughout the summer season with its regular program of newspaper advertising rather than to curtail the advertising during the summer months.

Stone & Webster were influenced in this decision by many factors. The company realized that there are always many people in New England during the three big summer months. The normal population is augmented by thousands from other sections of the country who summer in this section.

Taking its cue from the growing interest in the harnessing of New England's water power, the company decided that the thought of power was at least as important in summer when visitors, from all over the country, could see New England's possibilities, as it was at other portions of the year.


Its advertising campaign, therefore, is based upon power. The word in bold-face type is the heading on every one of the big advertisements which this investment house, established more than thirty-seven years ago in New England, is using in all of its large-space midsummer newspaper advertising.

Continuity of layout, execution of illustration, the balanced space given the word power and the gradual switch to advertisements of specific issues, carrying coupons, after the introductory series of institutional advertisements, fea-

ture this midsummer advertising.

The first piece of copy shows waterfalls and powerhouses and lays the groundwork of the basic idea, of power, strength and endurance, from the sources of nature, as making a logical and safe investment for the natives or visitors.

POWER




POWER sets the pace in transportation. The electric locomotive gathers momentum speed at the touch of the central lever. The electric laboratory handles forward at the prod of the ingenious gas-turbine. Commerce of the even progress to harness the true methods of transportation.

POWER represented into action—the electric locomotive negotiating distances in the reach of signal treated in public utilities. It is even the law a control of progress and a perfection of human endeavor.

No investment is standard, unless it meets carefully calculated in value than that based upon POWER and on its conversion to useful action.

Stone & Webster Investment House, Inc. 147 Milk Street Boston, Mass.



STONE & WEBSTER
INCORPORATED
147 MILK STREET BOSTON, MASS.

INVESTMENT COPY WRITTEN FOR SUMMER VISITORS

Even when the investment house features the public utility credit of Italy, the word power carries the continuity, and the fact that Italy depends upon hydro-electric power as does New England is suggested in the copy. In this particular piece of copy the experiment was tried of placing the coupon in the upper right-hand corner of the advertisement. It was discovered that this position for the coupon increased the pulling power of the copy.

The entire Stone & Webster series is an interesting example of midsummer security selling, tied together by one dominant idea which has a summer as well as a winter significance.

Bury These Adjectives

ADJECTIVES which long ago should have been put in their final resting place are still made to work according to the *Merchants' Economist*, Chicago. Among those recommended for a late burial are:

Astounding: There have probably been altogether a dozen astounding things which have occurred in the history of the world, and we do not believe that any one of them had any connection with the sale of merchandise.

Unparalleled: The only unparalleled thing we ever heard of was the creation of the world, and that goes whether you believe it according to Genesis or evolution.

Unrivaled: See above.

Greatest: Generally used in connection with reduction or values, and every man who uses it knows it isn't so. More than that, he is only fooling himself if he imagines anyone else believes it.

Extraordinary: The most extraordinary thing we know of is the way this unfortunate word is compelled to do duty for anything and everything, and is still supposed to convey a meaning.

Unsurpassed: Might be used in describing the nerve of a Florida realtor.

Ravishing: This word should have been buried with Cleopatra.

Sweeping: Sounds as if it belonged on the dust heap and should be deposited there.

Mammoth: Used to be an animal of that name, but believe they only keep them in museums nowadays.

Magnificent: Leave it to Solomon and the lilies of the field.

Startling: May be used when President Coolidge joins the Democratic party.

Superb: Very few people can ever pronounce it properly.

Overwhelming: Look up old man Noah and the story of the flood.

Grand: "Oh, Mamie, ain't he grand?"

Staggering: Mr. Volstead will get you if you don't watch out.

Unbelievable: Just what the advertisement is.

Leather Industry Told Price Cutting Is a Menace

Price cutting was condemned as one of the greatest menaces facing industry in an address made by M. G. O'Hara, of the United States Rubber Company, before the annual convention of the National Leather and Shoe Finders' Association at Philadelphia, last week. "The price cutter sells at no profit," the speaker said. "His competitor down the street is soon forced to cut prices to maintain sales and so it goes, until the consumer finds himself receiving an inferior article."

This creates a situation which proves harmful to manufacturer and consumer alike, according to another speaker, W. S. Anderson of the Penn Leather Company, who explained how inferior products destroy consumer confidence and rob the advertiser of merchandising economies effected by advertising. "No successful advertiser can afford to advertise inferior values," he said. "Time-tested, true-advertised values must rest on the bedrock of character and sound values."

Six-Point League Appointments

At a recent meeting of the executive committee of The Six-Point League of New York, newspaper advertising representatives, F. St. John Richards, president, appointed the following committees:

Membership: W. D. Ward, chairman, A. W. Howland, George A. Riley, J. H. Kyle, and W. A. Snowden;

Speakers: Frederick P. Motz, chairman, Dan A. Carroll, M. D. Bryant, George E. Munro, and D. M. Shirk;

Constitution: G. W. Brett, chairman, H. N. Kirby, Hugh Burke, Thomas F. Clark, and W. C. Bates.

Ralph Mulligan, chairman of the directory committee, reported that the 1926 "Directory of Newspaper Advertisers and General Advertising Agencies," was ready for distribution.

J. H. Mitchell Becomes Dif Director

John H. Mitchell, New York sales manager of Barron G. Collier, Inc., car card advertising, has been elected to the board of directors of the Dif Corporation, Brooklyn, N. Y., maker of Dif, a household cleaner.

New Account for Reimers & Osborn

Schenley Gardens, Cheswick, Pa., importer and dealer in bulbs, seeds and plants, has appointed Reimers & Osborn, Inc., New York advertising agency, to direct its account. Magazines and farm papers will be used.

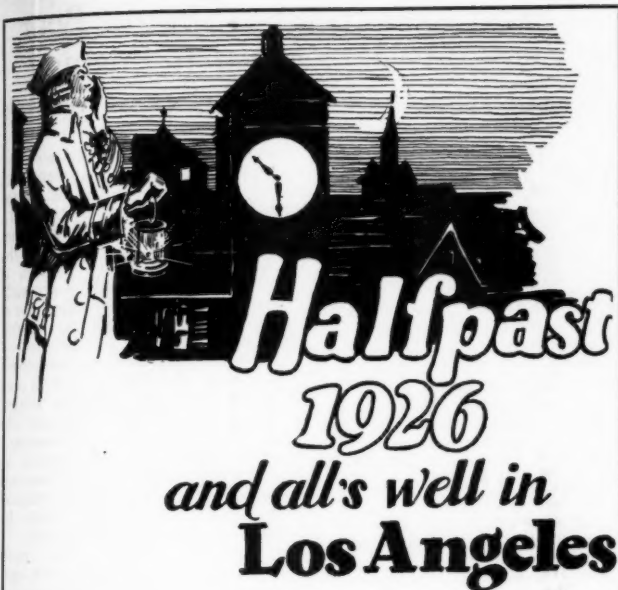
Appoint Frost, Landis & Kohn

Frost, Landis & Kohn, Inc., publishers' representative, has been appointed national advertising representative of the Tallahassee *Florida Morning State* and the Hendersonville, N. C. *Times*.

July 22, 1926

PRINTERS' INK

147



THE Year is half gone and things are as they should be in Los Angeles.

Bank Clearings were 532 Million more for the First Six Months of 1926 than for the same period last year. Postal Receipts were 248 Thousand Dollars greater, and the population of the City has increased about 55 Thousand since July 1, 1925.

The Los Angeles Evening Herald is unchallenged as the leading Afternoon Newspaper, not only of Los Angeles, but of the Entire West.

This Leadership is in both Circulation and Volume of Advertising carried, and is based upon a proven ability to produce news for its readers and results for its advertisers.

LOS ANGELES EVENING HERALD

REPRESENTATIVES

H. W. MOLONEY,
604 Times Bldg.,
New York

JNO. H. LEDERER,
910 Hearst Bldg.,
Chicago

A. J. NORRIS HILL,
710 Hearst Bldg.,
San Francisco

Direct Advertising Should Bear Pledge to Pay Return Postage

Rules and Regulations to Be Enforced, Says Third Assistant Postmaster-General

*Washington Bureau
of PRINTERS' INK*

HEREAFTER, direct advertising of all kinds, including catalogues and other pieces sent under third-class postage, will not be returned unless senders guarantee the payment of return postage. While many postmasters evidently have been returning undeliverable third-class mail with postage-due stamps affixed, the practice does not conform to the rules and regulations, except with mail that bears a pledge of payment by the sender. All postmasters were notified by the Third Assistant Postmaster-General last week to conform to the regulations on this point.

Even in the case of inexpensive circulars, booklets and other advertising material, it is well to print "Notice to Postmaster: If not delivered return postage is guaranteed," or a similar phrase, over the name of the sender. This, for the reason that it is worth vastly more than the return postage to be able to check dead names from the mailing list. If such a notice is not printed on the mail, all undeliverable pieces will be destroyed.

In the case of publications, entered as second-class mail, the Post Office regulations provide that the publisher be notified of undeliverable copies, and a special blank is furnished postmasters for this purpose. According to the notice from the Third Assistant Postmaster-General, many postmasters have been using this blank to notify senders of third-class mail that undeliverable pieces would be returned if postage was forwarded. The notice instructs that the form be used only for undeliverable second-class matter, and continues:

"When copies of publications, advertising periodicals, etc., not entered as second-class matter, are

undeliverable, no notice with respect thereto should be furnished, but the matter should be treated as prescribed by section 612, Postal Laws and Regulations, unless it bears the pledge of the sender to pay return postage, in which case it should be promptly returned, rated with postage due at the appropriate rates to be collected on delivery of the matter."

This means that all undeliverable third-class matter, which does not bear the pledge of the sender, will be destroyed. Therefore, the notice will serve an exceedingly useful purpose if it reminds an appreciable number of direct advertisers to economize on material by checking up their lists by means of the printed pledge.

Evidently there are few mailing lists in the country which cannot be improved by an occasional checking of the kind. For several years the Post Office Department has been furnishing clerks, at the cost of their labor, for the purpose of cleaning up lists for advertisers, and it is not uncommon for the postal authorities to find lists which are 10 per cent inaccurate. Such a percentage of dead names on any list entails a loss of 10 per cent on the entire cost of the direct advertising every time the list is covered.

L. F. Hamilton Appointed by National Process

The National Process Company, New York, lithographing, has appointed L. F. Hamilton as its New England representative, with offices at Boston. He was formerly with the National Tube Company, Pittsburgh, and the Walworth Company, Boston.

Book Account for Cleveland Agency

The Stanley McMichael Publishing Organization, Cleveland, publisher of books on real estate, has placed its advertising account with The Harm White Company, advertising agency, also of Cleveland. Magazines will be used.

Alert Women

MEN have always held curious ideas about women. They delight in generalizations about a sex which is infinitely various.

In his own home the male is habitually an unobservant creature. Leaving after breakfast and returning at dusk, he judges the household doings by what he sees in the morning rush, the evening hush or the abnormal régime of the week-end.

Man is prone to separate women offhand into two broad classes—the Always-at-Homes and the Never-at-Homes. The first, says he, are the nation's housekeepers; they cook, sew, clean, care for the children; they never go anywhere or do anything outside their own four walls, and each day's great event is the home-coming tread of milord. The others are the clubwomen, who play all the bridge, pour all the tea, serve on all the committees and make all the speeches; never bothering their buzzing heads with such matters as food for the master or shoes for the babies.

All of which is patently exaggerated when written down; yet it is precisely what hovers in the back of some masculine minds, prejudicing their actions in such practical matters as selling and advertising to women.

If you will look it up you will find that 89.9 per cent. of the women of America have no servants, and that nevertheless there are millions of members of the women's clubs.

Every day and everywhere women are driving through their housework in order to snatch a few hours in the afternoon for sport or culture or public affairs.

An observer in any town may witness the famous five o'clock scramble when the meetings and parties break up so that each wife may dash home and start the supper before her husband looms in sight.

Men who do not try to do so, simply do not understand the alert women of 1926.

The alert women are not those who have jewels

en of 1926

and servants, ancestors and college degrees, large bank accounts and large leisure.

The alert women are found in every stratum of every community, at every income level. Most of them are doing their own work. Most of them are also doing their share of the community's work—much more, it may be said, than their men are doing, in church and club, for hospital and charity, in politics and the arts, for neighborhood, city, state and nation.

With the same pencil the alert woman writes down the shopping list and the notes for her discussion at the reading circle. Over the same telephone she orders the family food and reminds twenty fellow club members of the meeting tomorrow. In the same magazine she seeks out new home equipment and studies to keep abreast of the affairs of the world outside.

You can not, however, safely generalize about alert women. They have no common characteristic except their alertness. They number several million, scattered widely, varying in buying power, social standing and education. Each is well known in her circle of intimates and acquaintances as a center of influence, one whose word of mouth carries conviction and whose example is forceful. Merchants know her, seek her trade and recommend to other customers the goods which she favors.

By the very fact of their alertness, these women become readers of THE LITERARY DIGEST. As shown by exact analysis, there are now 2,415,086 women and girls reading this weekly magazine. A women's market of great size and unmatched influence.

The Literary Digest

ADVERTISING OFFICES:

NEW YORK

DETROIT

CLEVELAND

CHICAGO



Charles Daniel Frey
Advertising

INCORPORATED

30
North Michigan Avenue
Chicago, Illinois



CLIENTS

Crane Co.
The Simmons Company
The Chicago Tribune
S. Karpen & Bros.
The Atlas Portland Cement Company
United States Radiator Corporation
Wilson Bro's

MAGAZINE
NEWSPAPER
OUTDOOR
DIRECT MAIL

Hunting Markets in Out-of-the-Way Corners

The Foreign-Language Element, Both on Farms and in Cities, Offers an Interesting Field for Sales Development

By Jesse Calvin

AN incubator manufacturer was on a vacation in the Cascade Mountains of Oregon. He was spending some of his time wandering at random among some of the newer farming communities. Talking to a cross roads general merchant, one day, he learned that in that neighborhood there was not a single mechanical incubator. He learned that it was a community of German farmers who had immigrated and settled in that section. They were hard working and industrious but were only just getting to the point where all the work did not have to be done by hand and in the most primitive way.

When he became restless under his vacation idleness, he called on a few of these farmers to see if the neighborhood would prove a fertile market for his machines. He failed to make any real headway, though, because he could not talk German and they could not understand English well enough to know what he was trying to tell them.

From the general storekeeper, though, he got a list of names. He told the storekeeper that he would sell him one incubator at the lowest sample price, and then would get the German minister in his home town to translate his sales letters into German and would circularize the list, sending the farmers, if possible, to the general store to see the incubator and place their orders through the merchant, who would get a commission.

The first letter went out in German. It brought surprising results. Several machines were ordered at once. Many of the farmers sat down and replied with long personal letters in German. They asked scores of questions.

The minister found himself unable to translate the answers and a stenographer who could write German had to be brought into service. It proved an interesting and profitable market. As soon as the first few incubators were on the job and proved to be satisfactory, orders came in thick and fast.

A season or two later, a competing manufacturer learned of this inviting market and went into it, but with practically no success. The first man had discovered the market and the market had discovered him. The newcomer was looked upon as an imitator and regarded with more or less suspicion.

SALESMEN ARE NOT TRUSTED

That is a peculiar characteristic of the foreign born settlements, especially in the rural districts. The immigrant speaking another tongue, who settles on the farm, does not learn English as rapidly as the immigrant who settles in the city. The American business man and especially the agents and salesmen who may call upon them are regarded as "sharpers" unless they are able to talk their language. Many a time, though, they have been thoroughly worsted in business dealings with men who talked their own language and professed to be one of them. This all combines to make them still more suspicious of everything made and sold in this country.

When, then, from among these strange brands, they find one which has been proved to be reliable and trustworthy, they cling to it with utmost tenacity. When a mercantile concern has proved itself worthy of their confidence, anything and everything which it has to offer is accepted in abso-

lute good faith. The great mail-order houses have found this to be true. One of the reasons for the big hold which the present-day outstanding mail-order houses have on these foreign-language markets is the scrupulous honesty and fairness of their dealings.

I knew a Swedish woman in Oregon, some years ago, who regularly sent large orders to Montgomery Ward & Co. About once every three months, the entire family would work through the catalogue and spend several wonderful evenings making up the order. Everything was done with perfect confidence because many years ago, this woman ordered a lot of household necessities from this firm. When the shipment arrived, she checked it over and found a pair of stockings missing. In Swedish, she wrote at once telling of the shortage. Practically by return mail, the stockings were sent and no questions asked. This made such an impression upon the woman that she was content to continue dealing with that firm and would pay no attention to the advertising of competing houses.

But this attitude toward brands is not confined to the foreigner who settles in the country. The Kellogg company was the first to tell the foreign born American population the story of bran in general and Kellogg's Bran in particular. The great foreign-language publications told the story to millions of their nationals and these people got Kellogg's into their heads. The name fell on a fertile and unoccupied field and stuck there. The next manufacturer of bran who undertakes to get his share of that business will have a much harder time than did Kellogg.

Many years ago, The Borden Company began to cultivate the foreign field. It looked upon it as an original and unoccupied market and year by year it has drilled away at it. In the mining sections in Pennsylvania and Michigan, among the fisherman of the Northwest, in the great factory districts of New England and

in and around Chicago, Borden's condensed milk, notably its Eagle Brand, has a hold on the foreign market which is deep-rooted because it has grown up through several generations.

Illustrating the tenacity of this market, some years ago, The Borden Company, before it became a national advertiser, manufactured a variety of brands. Among these was St. Charles Milk which it sold in the Southwest, largely among the Spanish and Indian peoples. Later on, when it began to gather all its various brands under the one trade name of Borden's, it found itself virtually unable to change the buying ideas of that group of people. For years, they had bought St. Charles Milk, or, as they called it, "Charley Milk." It had been advertised to them and kept steadily before them for many years. They had found it good. It meant nothing to them that they would get the same milk under another label. They were going to have "Charley Milk" and they won out. To this day, The Borden Company still makes up milk under that label for the trade along the Mexican border.

MINERS KNOW WHAT THEY WANT

Illustrating the same point, is the case in Western Pennsylvania. That market was first developed by Borden's with the Silver Cow Brand. It was the pioneer brand among the foreign born miners. It established its brand in what had been an unoccupied field. That name stuck. Those miners and their children got that name into their heads. When it came to change them over to the Borden national label, they stood out and demanded Silver Cow milk in such a loud tone that they are still getting it. Many an advertising and sales manager has come to regard this trait of the foreign language market as childish and narrow. To a certain extent this is true. There is no good reason why the foreigner should be unwilling to open his mind to other brands than the one to which he has become accustomed. At least,

WESTINGHOUSE BATTERIES



A Permanent *Tie-Up*

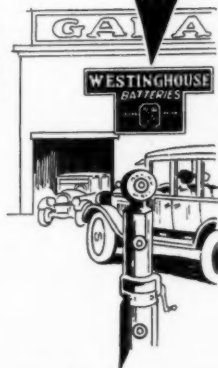
STRENGTHEN the weak point in your distribution plan by identifying your product in a way that compels dealer cooperation.

Westinghouse Batteries have brushed through the competition for the dealer's display space by providing permanent, bright colored, fadeless signs.

You, too, can enjoy this permanency of tie-up with your general advertising by providing Ing-Rich Permanent Enamel Signs at points of distribution at a cost, in view of the 10-year-life guarantee, which makes them the most economical type of identification and display service.

*Send for full color catalog of designs
We'll send it with a sign designed especially for you and your products.*

**INGRAM-RICHARDSON
MANUFACTURING CO.**
Beaver Falls, Pennsylvania



ING-RICH SIGNS

"Fadeless Publicity in Everlasting Porcelain"

so the advertising and sales manager argues. But the foreigner sees it differently. He becomes used to a certain brand and he sticks to it. Brands mean more to him than to the Americans reading the English publications.

There is another angle, besides this. In the older countries, not only in Europe but in Asia, the brand on a piece of goods means more in the minds of the maker and of the buyer than in this country. Brand strength in those countries where advertising has not grown as in this country, has developed through long periods of time and once the people are "sold on a brand," that brand occupies a place of proportionate strength. Not only does that brand develop in strength, but the buying public has come to have a respect for brands which is not so evident in this country.

The Chinese buyer, for example, is much more concerned with the trade-mark or brand or label than is the average American buyer. I have called on many a Chinese buyer and always there is the question "What paper?" meaning "What label or what trade-mark appears on the label?" Among foreigners in their native countries, brands do not jump into existence with the rapidity common in America. All this combined to make a brand mean more and holds people more tenaciously to a brand, once it has been proved good.

Now, the foreigner, coming to this country, generally finds it impossible to buy his old-country brands. He comes to realize the need of purely American lines. He is obliged to make the acquaintance of new brands. He does so with more or less reluctance. He is apt to feel his way. Once he finds a brand to his liking, he sticks to it and he is very loath to change.

Reaching into these foreign language markets is interesting work for the sales manager and advertising manager. It is, to a very great extent, pioneering work.

The foreign language speaking

merchant, since the war, has come to regard himself as an American, rather than as a foreigner. He no longer feels that because he does not talk English perfectly he is going to be regarded as a foreigner. He is much more ready to fall in with American manufacturers and work with them in the development of their brands among his nationals.

CONDITIONS IN BUFFALO

This provides the sales and advertising manager with a contact which makes for a good starting place from which to explore and develop many interesting markets. For instance, there is, in Buffalo, a Polish city of some hundred thousand people of Polish birth or descent. There are something like 900 grocers catering to this Polish population. These grocers are Poles or of Polish parentage. They speak, read and write, as well as think in Polish. Their trade is almost exclusively Polish. These people live in one group with their own retail and wholesale business section. They own and operate banks. They are a big factor in the economic progress of Buffalo. Reaching into this market and being the first to establish a brand is an interesting and profitable undertaking.

San Francisco and its suburbs have an Italian population of around a hundred thousand. There are Italian stores supplying all possible wants and Italian banks to finance their operations. Breaking into this Italian market in California is an interesting undertaking. It is generally best done with a salesman or two who is either a native Italian or a Californian of Italian parentage and who can talk the language.

Salesmen who can talk the particular language are highly essential in the development of these foreign language markets. At first thought, this may seem difficult, but they are readily found through the co-operation of the jobbers or through the help of the foreign language newspapers.

Los Angeles, for example, and
(Continued on page 161)

A gain of 55,926 lines of local advertising

IN June, 1926, The Baltimore News carried 55,926 more lines of local advertising than in June, 1925. This gain is doubly gratifying because it signifies a definite trend in local advertising favorable to the News. That favorable trend is the result of steady, consistent gain in circulation as indicated in the following figures:

In the six months period ending with April the News showed a **GAIN** of 13,322 daily net paid over the preceding six months.

The average daily net paid for the three months of April, May and June, 1926, show a **GAIN** of 17,945 over the same period in 1925.

The June average daily net paid for 1926 was 118,618,—a **GAIN** of 17,869 over June, 1925.

At the same time The Sunday American for June showed a **GAIN** of 23,000 in circulation and 42,936 lines of local advertising.

The Daily Baltimore American in June showed a **GAIN** of 117,457 lines of local advertising.

These important gains,—steady, consistent, continuous, bear out the point we have been emphasizing:

**YOU CAN'T COVER HALF OF BALTIMORE UNLESS
YOU ADVERTISE IN THE BALTIMORE NEWS!**

You can buy The Baltimore News alone, or you can buy it in combination with the Sunday or daily American or both.

THE BALTIMORE NEWS

THE BALTIMORE AMERICAN

THE SUNDAY AMERICAN

National Representatives

In the East

W. G. HOBSON

2 Columbus Circle, New York

In the West

F. E. CRAWFORD

913 Hearst Bldg., Chicago, Ill.

Both under direction of J. C. Dayton, Publisher, New York Evening Journal

advertisers

advertising agency men-
newspaper makers

and

*those of the laity
who love the Romance
of the Newspaper*

don't miss

Here's How
to get it




25 W. 43rd Street, New York

THE FOURTH ESTATE,

Gentlemen:

If a dollar will bring me The Fourth Estate for three months
I won't miss it,—and here's a dollar to prove it.

(Annual Subscription, \$4)

I's

en-

w

w York

month

The



The *New* FOURTH ESTATE

33rd Yearof JULY 24th

Read —

"Gruesome Figures" by Needham

"A Fistful of T. N. T."

A \$22,000,000 advertising Budget

Turning an Advertising Agency Inside Out!

American Newspaper Leaders

Gossip by Talbott—The Week's Oddest Newspaper

Front page—Cartoons—Songs of the Craft

The Fourth Estate, under entirely new ownership, is published
at 25 W. 43rd Street, New York



**One newspaper covers
this section of Mass.**

—a rich market

—a low advertising cost

IMAGINE a group of 160,000 buyers of nationally advertised goods, prosperous, progressive New Englanders, mostly owning their own homes; massed in one spot on the shores of Massachusetts—easily accessible by land or sea. Then imagine one newspaper taking your advertising into 97 out of every 100 of these homes, morning and evening, at a flat rate of ten cents a line. That's the New Bedford market in reality!

Write to us or to our New York, Boston and Chicago representatives, the Chas. H. Eddy Company, for facts and figures that show you how you can build distribution in Massachusetts' 4th largest market.

NEW BEDFORD



4th market in Massachusetts
Completely covered by the

STANDARD MERCURY

the small towns surrounding it, have a large Spanish-speaking population. These people are mostly immigrants from Mexico or are old California families who take pride in their Spanish ancestry and cling to that language. A canned food packer managed to secure distribution in the stores catering to the Spanish speaking population but had difficulty getting his line into the homes. He tried store demonstrations, using some of his regular crew of demonstrators, but could make but little headway. Then, at the suggestion of a Spanish speaking grocer, he employed two women of Spanish descent who spoke the language fluently and no sooner had they gone to work than sales started to climb. This was due not only to their influence upon the women folk who talked Spanish but their influence upon the retailers in whose stores they worked. Many of these stores, catering to the Spanish speaking population of Southern California, are small stores with relatively small but very loyal followings. These demonstrators found that by working three or four days in a store and then moving on to the next one, they were able to make real boosters out of the store-keepers, often women. And the result in such cases was a continued growth of business after the demonstration was over.

San Antonio, Texas, has a very large Spanish speaking population. Many of the retail stores have their store signs in Spanish. In these stores, booklets and pamphlets, printed in Spanish, are well received by the customers and they get relatively better attention than recipe booklets in English get in American stores. This is because the number of booklets in Spanish issued by manufacturers is comparatively small, and also because the Spanish housewives not only take great pride in their language but accept as a compliment the issuing by a manufacturer of booklets printed in Spanish. The average English-speaking American housewife regards the recipe book in English

as a matter of course. But the foreign housewife realizes that the manufacturer who prepares a booklet in her language is going out of his way to cater to her and she appreciates it accordingly.

In New England, there are over 400,000 Polish people. These people are, to a marked extent, taking up the abandoned farms of New England and by sheer hard work are putting many of these farms back into production. As they make headway, they need farm equipment and machinery and there is a splendid field here for the manufacturer who can drill into this market. Mailing lists, when they can be secured, may well be followed up with letters which have been translated into Polish.

Practically every large and medium sized city in America has its foreign language section. It may be any one of some ten or a dozen nationalities. But in most of them there is to be found a well organized group which has real buying power and which can stand much development of brand strength in almost every product.

To many an advertising or sales manager a walk through such a district will prove an interesting revelation.

Boston Coal Retailers Planning Campaign

The Boston Retail Coal Dealers Exchange, Boston, has appointed The Goulston Company, Inc., advertising agency of that city, to direct an advertising campaign which is now being planned. Newspapers will be used.

Frank E. Whalen with Loomis-Potts Agency

Frank E. Whalen, until recently with the Allen C. Smith Advertising Agency, Kansas City, is now associated with the Loomis-Potts Company, advertising agency, also of that city.

Onyx Hosiery Profits Increase

The "Onyx" Hosiery Company, New York, reports net profits, after charges, of \$443,779 for the first six months of 1926. This compares with \$387,243 for the first six months in 1925.

Edmund Harrison Steel and L. Jacobs have joined the staff of the La Pointe Studios, Philadelphia, advertising art.

This Squibb Contest Brought 125,000 Entries

Looking at the Results of the Squibb Contest Six Months After—Some
Pointers Worth Keeping in Mind

ANY national advertiser who has ever put on a contest knows how hard it is to prove, after the contest is over, whether it was worthwhile from the standpoint of increased sales. E. R. Squibb & Sons ran a contest during the last part of 1925, the object of which was to get the public, not only to read, but actually to study Squibb advertising. As a result of the contest, over 125,000 people took the trouble to send for the booklet describing the contest, and therefore the company assumes that at least this number of people read the advertising, and later the booklet, when they received it, and consequently learned a little more than they knew before about all Squibb products.

One thing that particularly impressed the company was the fact that literally tens of thousands of the contestants took the trouble to write a note and send it with their entry saying that even if they did not win an award they felt repaid for their work by the additional knowledge they had gained about dental hygiene and general health.

Copy describing the contest was run in a separate column as an adjunct to the regular copy. The company did not consider it wise to let the advertising of the contest interfere with its regular advertising campaign. Each advertisement carried a coupon offering to send free on request a copy of the Squibb Educational Contest Booklet, which was a pamphlet of twenty-four pages containing more information on Squibb products than could be printed in the advertisements.

Cash prizes were offered for the best answers to eleven questions. During the first part of the contest only ten of the questions were listed. Readers were told they could get the eleventh question from their druggist. The eleventh question was, "Why should you

use as great care in the selection of your druggist as you do in the selection of your physician?" The three-fold object, of course, was to enlist the druggist's interest in the contest, to stress the importance of the ethical druggist as a seller of branded goods of known merit as against the other kind, and to send people into drug stores. Here are the other ten questions:

1. What is "The Danger Line" in the mouth? Why is it so called?
2. How can you best guard your teeth against Acid Decay and your gums against Pyorrhea and thus maintain your general health?
3. What is the important constituent of Squibb's Dental Cream? Why is it so important?
4. Why should a dental cream be free from grit or similar abrasives?
5. Of what value are antiseptics, germ-destroying chemicals or astringents in a dental cream?
6. Why should a dental cream be free from substances that would be harmful when continually used in the mouth?
7. Why is a correct dentifrice of the utmost importance in the care of children's mouths?
8. Why should you have in the family medicine cabinet only such products as are approved by your physician?
9. State one or more points of superiority in each of the following products: Squibb's Milk of Magnesia, Squibb's Castor Oil, Squibb's Cod-Liver Oil, Squibb's Epsom Salt, Squibb's Bicarbonate of Soda.
10. Why is it important to consider the "Priceless Ingredient" before you buy?

The eleventh question was printed in the form of a four-page envelope stuffer, entitled, "Here is the 11th question." Attractively printed, this stuffer was made up in large quantities and supplied to druggists. It made a direct tie-up of the druggist's store with the advertising campaign. The store thus became an integral part of the contest. Incidentally, many sales were made because of this feature to people whose interest in Squibb products, created by the contest, led them

When One Paper
in a period
of 6 months
GAINS
39%
more national
advertising than
any other paper
in its field—
IT
MEANS
SOMETHING!

From January 1 to June 30, 1926

Los Angeles Times printed national advertising to the amount of 2,276,596 agate lines, gaining 578,130 agate lines over the corresponding months a year ago, a 39% greater gain than the nearest Los Angeles newspaper.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co.,
300 N. Michigan Blvd., Chicago—285 Madison Ave., New York.

to make an initial and perhaps a tentative purchase.

An interesting feature in connection with the prizes was that 100 prizes were given for the best answer to a single question, besides the prizes offered for the best answer to the eleven questions. Thus, if a contestant answered only one question, or if he answered all eleven questions and his answers as a whole were not good, but there was one outstanding answer, he could win an award. For example, the cash prizes were offered as follows in the advertisements:

\$25,000 in 508 Cash Awards	
1st award	\$ 2,000
2nd award	1,500
3rd award	1,000
2 awards of	500 each
3 awards of	250 each
50 awards of	100 each
100 awards of	50 each
350 awards of	25 each
<hr/>	
508 awards totaling	\$25,000

One Hundred Special Awards of \$25 Each. One hundred of the \$25 awards will be set aside for the 100 contestants who give the best answers to any one question. Winners of the general awards will not be eligible for these special awards. Thus you may answer only one of the eleven questions, or if you answer all or any number of the eleven questions, and your answers as a whole do not win a general award, you have a chance to win one of these special awards.

One thing the company kept in mind from the beginning was providing a lot of prizes. Not only did the contest appropriation cover the prizes, but the cost of acknowledging the entries, handling them, reading them and announcing the winners. In addition to all this, it included an item for taking care of the unsuccessful contestants with a letter explaining in detail just how the contest was run and expressing regret that their entries did not receive a cash award. This letter included a list of the prize winners and a copy of the answer which won the first prize.

The winning answer happened to be a remarkable piece of work containing something like 10,000 words. Sending a copy of it to the unsuccessful contestants will go a long way toward satisfying them

that their entries could not compare with it and thus were not entitled to an award. Many contests ordinarily provoke a lot of ill-will from unsuccessful contestants, who of course, are far in the majority. Their entries generally represent a lot of hard work and all they have to show for it as a rule is a postcard from the contest editor saying that their entry was received, followed a long while after by an announcement in a publication that the awards have been made with a list of the prize winners. What Squibb tried to do in its contest was to keep the goodwill of the unsuccessful contestant, of whom there were thousands.

The first prize of \$2,000 went to a woman in Tarboro, N. C. Several officers of the Squibb company, one of them a director, went personally to Tarboro to present the prize. The local newspaper arranged for a barbecue and a formal presentation of the award. The mayor of the city and all the doctors, dentists, nurses and druggists in town took part. The other prizes were presented with ceremony commensurate with the amount of the award.

When the entries were received, only the content of the answer was considered and not literary style or decorative form. This rule was adopted to prevent the prizes from going to professional contestants. After the first reading, the best answers were re-read, and from them the thousand best papers were segregated for final judging. As some of the entries consisted of from seventy to eighty pages, the task was tremendous. The preliminary planning, however, was carefully done and expenses were forecast with comparative accuracy.

"Oil Field Engineering" Started at Los Angeles

Publication of a new quarterly, *Oil Field Engineering*, has been started at Los Angeles by E. G. Lenzner, who has organized the Oil Field Engineering Company. It will be devoted to the engineering problems of drilling and pumping oil. Mr. Lenzner recently disposed of his interest in the Oil Age Publishing Company, Los Angeles.

Announcing

THE OPENING
OF A PACIFIC COAST OFFICE
485 CALIFORNIA STREET
SAN FRANCISCO, CALIFORNIA
AND THE APPOINTMENT OF
W. HUBBARD KEENAN
AS PACIFIC COAST MANAGER

WOMAN'S HOME COMPANION
THE AMERICAN MAGAZINE
COLLIER'S, THE NATIONAL WEEKLY
FARM & FIRESIDE
THE MENTOR

THE
CROWELL PUBLISHING COMPANY
FRANK BRAUCHER, *Advertising Director*
250 PARK AVENUE NEW YORK

90 Advertisers



ON July 1, 1926 ninety national advertisers had placed contracts for advertising this fall and winter in *The Forum*.

THESE advertisers have shown their appreciation of the purchasing power of *FORUM* readers and the value of buying on a rising market.



Member Audit Bureau of Circulations

FORUM

America's Quality Magazine of Controversy

247 PARK AVENUE

NEW YORK

Protecting Corporate Names against Trade-Mark Infringement

THE TROPICAL PAINT & OIL COMPANY
CLEVELAND, OHIO

Editor of PRINTERS' INK:

Several months ago an article appeared in your magazine dealing with certain protection that might be obtained through the filing of incorporation papers with the U. S. Patent Office.

We will appreciate it very much if you will be good enough to send us a copy of the magazine in which the above article appeared, or if unable to do so, send us a synopsis of what the article contained.

THE TROPICAL PAINT & OIL COMPANY
(Signed) J. B. DOWNIE,
Auditor.

THE fact that the names of incorporated companies may be protected against their adoption as registered trade-marks has been mentioned incidentally in several articles published in PRINTERS' INK. The practice depends upon a provision of the trade-mark act of 1905 to the effect that no mark which consists merely of the name of an individual, firm, corporation or association shall be registered. It is required that papers of incorporation be filed with the trade-mark division of the Patent Office.

The Patent Office has no means of knowing the names of all firms in the United States. Names of individuals are much easier to identify; but firm names are more or less ephemeral except when the companies are incorporated. Therefore, about eight years ago, it occurred to the Commissioner of Patents that it would be a good plan to allow corporations to record their articles of incorporation with the trade-mark division so that judicial notice of the names could be taken by the trade-mark examiners. Since then, many registrations have been refused because the marks involved were found by the trade-mark examiners to include the names of corporations which had filed their articles of incorporation.

Several cases involving the practice have reached the courts. The first judicial viewpoint was that the goods on which the trade-mark was applied were immaterial,

and that the dominant word of the incorporated name was to be considered as the entire name. But more recently the court has held, in the case of the American Steel Foundries vs. the Commissioner of Patents and the Simplex Electric Heating Company that where the appropriation of a corporate name is complete, registration must be refused unqualifiedly, but where less than the full name is appropriated each individual case must rest on its merits.

An official order issued for the guidance of trade-mark examiners states that the recording of articles of incorporation is done at the request of attorneys and is not advocated by the Patent Office. The charges made for the recording of articles of incorporation by the trade-mark division are \$1 for 300 words or less, \$2 if over 300 words and under 1,000 words, and \$1 for each additional 1,000 words or portion thereof.—[Ed. PRINTERS' INK.]

A. H. Everson, Jr., with Chas. M. Higgins & Company

Alfred H. Everson, Jr., recently sales manager of the Staten Island Shipbuilding Corporation, Port Richmond, Staten Island, N. Y., has joined Chas. M. Higgins & Company, Brooklyn, N. Y., manufacturer of inks, mucilage, etc., as production assistant and general plant engineer.

Willys-Overland Reports Gain in Earnings

Willys-Overland, Inc., Toledo, Overland and Willys-Knight automobiles, reports a profit, before taxes, of \$7,348,126 for the second quarter of 1926. This compares with \$1,233,826 in the preceding quarter and \$7,238,000 in the second quarter of 1925.

Accessory Manufacturers Appoint Garrison Ball

Garrison Ball, formerly vice-president and sales manager of the American Bronze Corporation, Berwyn, Pa., has been appointed field secretary of the Motor and Accessory Manufacturers Association. His headquarters will be at New York.

Henry Grady Joins Doremus

Henry Grady has joined Doremus & Company, New York advertising agency, and later on will be assigned to the Oakland, Calif., office of that agency. He was formerly assistant city editor of the Oakland Tribune.

Slogan Duplication Discovered

C. BREWER SMITH ADVERTISING AGENCY
BOSTON, MASS.

Editor of PRINTERS' INK:

Will you please advise us if the slogan "A Treat for the Feet," which we are using in the Abbott Shoe Company advertising, has ever been registered with you for any other product? C. BREWER SMITH ADVERTISING AGENCY.

A SEARCH through the records of the PRINTERS' INK Clearing House of Advertised Phrases reveals that the slogan "A Treat for Your Feet" is being used to advertise hosiery. It is featured in the advertising of the Rollins Hosiery Mills, of Des Moines, Iowa.

The value of having a slogan listed in the PRINTERS' INK Clearing House is being demonstrated almost every day. Communications, telegrams and telephone calls are received regularly from subscribers asking for slogan verification. In many instances, we are able to inform our inquirers that the phrase they contemplate using is being employed by some other advertiser and thus unnecessary litigation is prevented.

The 200 slogans listed following were recently registered. There are now listed 4,016 phrases in the PRINTERS' INK Clearing House. So far as our knowledge goes, this is the most complete record of advertised slogans available in this country. There is no charge for the service.—[Ed. PRINTERS' INK.

Advertising Is the Power of An Idea Multiplied. D'Arcy Advertising Co., St. Louis, Mo.

America's Most Beautiful Store. Russek's, New York.

Aristocrat of Shirts, The. Sea Island Mills, New York.

Art in Footwear. Laird, Schober & Co., Philadelphia.

As a Change from Potatoes. (Macaroni). C. F. Mueller Co., Jersey City, N. J.

Ask for Karpen Furniture—Find the Nameplate Before You Buy. S. Karpen & Bros., Chicago.

Ask Him Why He Smokes a Webster. Webster Cigar Co., Detroit, Mich.

Asks No Favors—Fears No Road. Olds Motor Works, Lansing, Mich.

At Your Service (Cleanser). B. T. Babbitt, Inc., New York.

Automatic Fireman on the Wall, The. Shur-Stop Manufacturing Co., New York.

Bank of Personal Service. First Trust & Deposit Co., Syracuse, N. Y.
Best for Kees (Shippers). S. Rauh & Co., New York.

Better Business Bodies. The Hercules Corp., Detroit, Mich.

Better, Quicker, Cheaper. Caterpillar Tractor Company, San Leandro, Calif.

Better Than Whisky for a Cold. Dr. Miles Medical Co., Elkhart, Ind.

Boy's Suit Built For Wear, The. J. J. Preis & Co., New York.

Brain Built Boxes. Milwaukee Paper Box Co., Milwaukee, Wis.

Brake with the Mighty Grip, The. New Departure Mfg. Co., Bristol, Conn.

Built for the Champions. California By-Products Company, San Francisco, Calif.

Built for Sleep. Ostermoor & Co., New York.

Built to Stay Alive (Good Luck Hose). Boston Woven Hose & Rubber Co., Cambridge, Mass.

Call on Central. Central National Bank and Trust Co., St. Petersburg, Fla.

Central for St. Petersburg and Its Visitors. Central National Bank and Trust Co., St. Petersburg, Fla.

Child Who Reads Is the Child Who Leads, The. The Book House for Children, Chicago.

Choose Your Piano As the Artists Do. The Baldwin Piano Company, Cincinnati, Ohio.

Citizen, Wherever We Serve, A. Georgia Railway & Power Co., Atlanta.

Cooks Tender-Quicker (Macaroni and Noodles). C. F. Mueller Co., Jersey City, N. J.

Cooler Hat Under the Sun. Cardine Hat Co., St. Louis, Mo.

Correct Toothpaste, The. Orphos Company, New York.

Country Day School for Boys, A. University School, Cleveland, Ohio.

Courtesy, Efficiency, Service. Manufacturers Trust Co., New York.

Crane Beauty in the Open; Crane Quality in All Hidden Fittings. Crane Company, Chicago.

Cultivate Your Musical Bump. C. G. Conn, Inc., Elkhart, Ind.

Cuts Down Delivery Costs. Steinmetz Electric Motor Car Corp., Baltimore, Md.

Deal with Diel Means a Good Deal, A. Diel Watch Case Co., Inc., New York.

Dependable Power—Absolute Safety. Troy Engine & Machine Co., Troy, Pa.

Distance Is No Barrier to Our Service. Citizens Trust Co., Adams, N. Y.

Don't Be a Dead-Eye Dick. American Chain Company, Inc., New York.

Drink Coca-Cola. Coca-Cola Co., Atlanta, Ga.

Dry, Constant Cold of the Mountain Top, The. General Refrigeration Company, Beloit, Wis.

Electric Hoist That Operates in the Minimum Headroom, The. American Engineering Co., Philadelphia, Pa.

Engineering Consultants on the South. J. E. Serrine & Co., Greenville, S. C.

Every Fur at Every Price. Samuel Katz, New York.

Famous Family of Gorton's Sea Foods, The. Gorton-Pew Fisheries Co., Gloucester, Mass.

Flowers Flourish in Success Flower

Look to St. Paul for rich returns
from your advertising

St. Paul Is

. . . the nerve center of Northwest transportation.

. . . the predominant wholesale market of the Northwest.

. . . the agricultural capital of the Northwest.

. . . the hub of the greatest stock raising and dairying districts in the country.

. . . one of the world's four largest livestock markets.

. . . one of the principal financial centers west of Chicago.

St. Paul Dispatch

St. Paul Pioneer Press

"The 12-Hour Papers"

Supreme in St. Paul, Key City to the Northwest

Supreme in the richest part of the rich Northwest

Supreme in the 25 next largest towns in Minnesota

O'Mara & Ormsbee, Inc., New York

Chicago

Detroit

San Francisco

Boxes. Success Mfg. Co., Gloucester, Mass.

For Every Financial Need. Wachovia Bank and Trust Co., Winston-Salem, N. C.

For Every Room in the Home. Globe-Wernicke Company, Cincinnati, Ohio.

For Increased Fuel Economy. Edge Moor Iron Co., Edge Moor, Del.

For More Than 20 Years the Authority on Gun Cleaning. Frank A. Hoppe, Inc., Philadelphia.

For Wilmington, the Carolinas and the South. The Murchison National Bank, Wilmington, N. C.

40 Times Faster Than Drilling! Andrew C. Campbell, Inc., Bridgeport, Conn.

Forward With Memphis—Since '69. Union and Planters Bank & Trust Co., Memphis, Tenn.

Forward With Miami's Oldest Bank. Bank of Bay of Biscayne, Miami, Fla.

Founders of the First Nation-Wide Tailoring Service. M. Born & Co., Chicago.

Fox Necessaries for Fords. Fox Automotive Products Corp., Philadelphia.

From the Skin of Gorton's Codfish (Gorton Glue). Gorton-Few Fisheries Co., Gloucester, Mass.

Fulltest Elasticity Retained. Wm. E. Wright & Sons Co., New York.

Geared-to-the Road. Miller Rubber Co., Akron, Ohio.

Gems of the Screen. Columbia Pictures Corp., New York.

Get the Best in the World. World Fire and Marine Insurance Co., Hartford, Conn.

Glass Arm Conveys the Light, A. (Sho-Lite). American Chain Co., Inc., New York.

Gripping Hands on the Wheel. American Chain Company, Inc., New York.

Guaranteed Heating. U. S. Radiator Corp., Detroit, Mich.

Gun for Every American Shooting Need. A. Marlin Firearms Co., New Haven, Conn.

Hair Net That Sits True. The. Sitroux Importing Co., New York.

Hardware Is the Jewelry of the Home. McKinney Manufacturing Co., Pittsburgh, Pa.

Harrison Cooled, The Mark of Radiator Satisfaction. Harrison Radiator Corp., Lockport, N. Y.

Headquarters for Corrugated Products in New England. Corrugated Paper Mills, Natick, Mass.

Heat—How and When You Want It. Home Appliance Corp., St. Louis, Mo.

Heaven-Sent Nougat. The. National Nougat Company, New York.

"Hex" and the "D" Are Your Guarantee. The. Detroit Steel Products Co., Detroit, Mich.

Homes of Character. Lewis Mfg. Co., Bay City, Mich.

If It Calls for Concrete, It Calls for Ransome. Ransome Concrete Machinery Co., Dunellen, N. J.

In Our Line, We Lead the World (Lunch Wagon). Jerry O'Mahony, Inc., Elizabeth, N. J.

Instant Hot Water (Premier Water Heater). Crane Company, Chicago.

Is Your Refrigerator a Success? Success Mfg. Co., Gloucester, Mass.

It Sticks—It Holds—It Lasts (Bull Dog Tape). Boston Woven Hose & Rubber Co., Cambridge, Mass.

It Turns Itself. Wm. E. Wright & Sons Co., New York.

It's in the Making. Wm. E. Wright & Sons Co., New York.

It's the Second 10,000 Miles That Makes the Big Hit. General Tire & Rubber Co., Akron, Ohio.

Just What the Name Signifies. The Cord Tire Corp., Chester, W. Va.

Keep Mechanics Good Tempered. The Velchek Tool Co., Cleveland, Ohio.

Keeps Shirts Smooth and Trousers Snug (Snugtex). Everlastik, Inc., New York.

Kind That Lasts Longest, The (Bull Dog Hose). Boston Woven Hose & Rubber Co., Cambridge, Mass.

King of All Tees (Rex Tees). Jack Shipman, Chicago.

Laid and Used the Same Day. The Crooks-Dittmar Co., Williamsport, Pa.

Land of Enchantment Is Calling You. The. Vancouver, B. C., Canada.

Largest Immediate Delivery Fur House. Samuel Katz, New York.

Laundry Does It Better. The. Laundry Institute of Seattle, Seattle, Wash.

Let Our Telephone Wire Be Your Clothes Line. Consolidated Laundry Co., Detroit, Mich.

Let Us Do Your Dirty Work. Quick Service Auto Laundry, Clarksburg, W. Va.

Levels the Road As You Go (Levelizer). American Chain Company, Inc., New York.

Lifetime of the Highway, The (Hi-Way Guard). Page Steel & Wire Company, Bridgeport, Conn.

Light As Wood and Twice As Good. The American Pulley Co., Philadelphia, Pa.

Light That Never Fails, The. Metropolitan Life Insurance Co., New York.

Linen Damask—Impressively Correct. Irish & Scottish Linen Damask Guild, Inc., New York.

Lining Most Car Makers Specify, The. Multibestos Co., Walpole, Mass.

Little Piano With the Big Tune. Miesner Piano Company, Milwaukee, Wis.

Made First to Last. Richland Rubber Company, Mansfield, Ohio.

Made Right, Sold Right, Kept Right. White Company, Cleveland.

Makers of High-Grade Mechanical Rubber Goods for 50 Years. Boston Woven Hose & Rubber Co., Cambridge, Mass.

Makes Every Child a Picture. G. H. & E. Freyberg, New York.

Makes Kids Husky. Three Minute Cereals Co., Cedar Rapids, Iowa.

Makes Old Roofs Like New. Philip Carey Co., Cincinnati, Ohio.

Marine Trust for Marine Travel. Marine Trust Co. of Buffalo, Buffalo, N. Y.

Marshak's Makes Children Drink Milk Willingly. Marshak Maltmolak Co., Brooklyn, N. Y.

More Light Where Most Needed. Edwin Guth Co., St. Louis, Mo.

More Miles With Miles. Miles Tire & Rubber Company, Akron, Ohio.

Most Money-Earning Miles. White

The Johnstown Tribune

Surpassed all former figures in local advertising, national advertising and circulation during the first six months of 1926. Always the leader and never striving for mere records by means of special editions, campaigns or premiums, The Tribune, by emphasizing service and quality, continues to move onward.

Published in a city having a metropolitan population of 105,000, it is one of the leaders of the six day a week papers of the entire country.

Cover It All Through

THE TRIBUNE
JOHNSTOWN, PA.

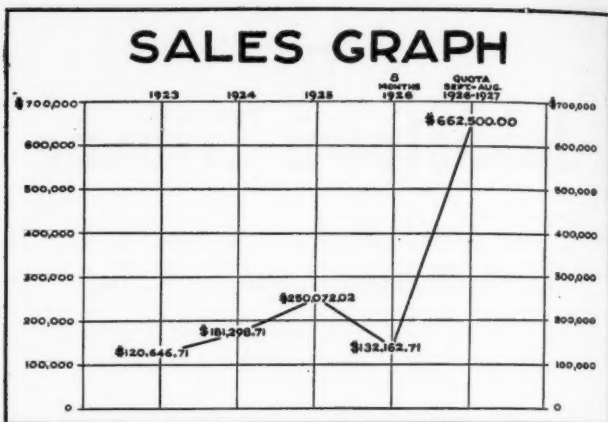
NATIONAL REPRESENTATIVES
BRYANT, GRIFFITH & BRUNSON, INC.

NEW YORK

CHICAGO

BOSTON

ATLANTA



On Justifying Expenditures

Ours has been the harder job—that of justifying and making profitable the advertising of metals, semi-finished metal products, machinery, building materials, construction equipment, wheelbarrows, industrial roofing, oil and grease, service, and many other abstract and concrete subjects.

To a new client, we just submitted a complete Marketing Program, the expected results of which are summed up in the Sales Graph shown above.

This is a partial visualization of our policy of justifying advertising expenditures, even as scientific management demands conservative forecasting of and justification for production and sales expenditures.

Whatever your product may be—whether its sales are restricted to certain sections, its uses limited to specialized fields, or its potentialities nation-wide in scope—

We can develop a sound Marketing Program for you.

Bissell & Land
INCORPORATED
Advertising & Merchandising
 337 Boulevard of the Allies
 Pittsburgh

NO ADVERTISING EXPENDITURES CAN BE JUSTIFIED ON THE BASIS OF ART WORK, COPY, OR CIRCULATION. ☞ ☞ ☞ NEITHER ARE PROFITS A TRUE JUSTIFICATION FOR ADVERTISING EXPENDITURES. ☞ ☞ ☞ UNLESS ADVERTISING FUNCTIONS IN DIRECT SUPPORT OF A PLAN WHICH CAUSES PROFITS, ADVERTISING IS NOT ECONOMICALLY JUSTIFIABLE.

Co., Cleveland, Ohio.

New Frame If the Wind Breaks It, A. Storm Hero Umbrella Co., New York.

Next Best to Rain. Double Rotary Sprinkler Company, Kansas City, Mo.

No Account Too Large, None Too Small. Citizens and Southern Bank, Savannah, Ga.

No Drive Too Hard—No Service Too Severe (Bull Dog Belting). Boston Woven Hose & Rubber Co., Cambridge, Mass.

No Speed Too High—No Pulley Too Small (Perfection Belting). Boston Woven Hose & Rubber Co., Cambridge, Mass.

Note the Tear and Wear As Well As the Test. Neenah Paper Co., Hannibal, Mo.

Nothing to Do But Fry (Gorton's Codfish Cakes). Gorton-Pew Fisheries Co., Gloucester, Mass.

Nowadays They Eat and Drink from Dishes. Individual Drinking Cup Co., Easton, Pa.

Old to New in Three to Six Days. Lyk-Glass Corp., New York.

Oldest and Largest Bank in East Tennessee. First National Bank, Chattanooga, Tenn.

Oldest Trust Company in Connecticut. Hartford-Connecticut Trust Co., Hartford, Conn.

On the Bench Since 1850. Prentiss Vise Company, New York.

On Every Spare a Johnson Lock to Keep It There. Johnson Auto Lock Co., St. Louis.

On the Right Track (Relaying rails). Boston Iron and Steel Co., Boston.

One and Two Make Three (Pancake Flour and Syrup). The Robbs-Ross Co., Sioux City, Iowa.

One Bolt Turns the Trick. Kaplan Wheel Co., Detroit, Mich.

One-Third of Your Life Is Spent in Bed. The Simmons Co., Chicago.

Only Visible Equipment with the Flex-Site Patent Shift, The. Brooks Co., Cleveland.

Original Ready-to-Fry Fish Cakes. The Gorton-Pew Fisheries Co., Gloucester, Mass.

Our Ambition: Ideal Telephone Service for Michigan. Michigan Bell Telephone Co., Detroit, Mich.

Outstanding Advertising. Walter A. Koch, New York.

Over 50 Years of Building Well. Gardner Motor Car Co., St. Louis, Mo.

Over 100 Years of Commercial Banking. Chatham Phenix National Bank & Trust Co., New York.

Paints and Disinfects—Dries White. Carbola Chemical Co., Natural Bridge, N. Y.

Pencil That Uses Its Head, The. Samuel Kanner, Long Island City, N. Y.

Peoples Trust Is the People's Bank. Peoples Trust and Guaranty Co., Hackensack, N. J.

Perfect Wood Pencils. Scripto Mfg. Co., Atlanta, Ga.

Permanence for Economy (Dura-Sheen Signs). Baltimore Enamel and Novelty Company, Baltimore.

Power Without Powder. Crosman Arms Co., Rochester, N. Y.

Proven Best for Rest During 73

The New York Times

Seventy-fifth Anniversary Supplement

[Special tabloid section
printed in rotogravure
as part of the Sunday
edition of The Times
SEPTEMBER 19, 1926]

This supplement will contain probably the largest group of advertisements of firms and companies in business 75 years or more ever assembled. Advertisements restricted to firms or their successors in business for not less than 75 years.

Printed in rotogravure, advertisers will have the opportunity of effectively illustrating their announcements.

Net paid sale in excess of 625,000. Advertising rates: \$2.10 an agate line; full page, \$2,163; half page, \$1,081.50; quarter page, \$540.75. Size of page 10 $\frac{1}{4}$ x14 $\frac{3}{4}$ inches; 1,030 agate lines to the page; 5 columns to the page; 206 agate lines to the column. Advertising forms close September 1, 1926.

The Largest Circulation in South Mississippi

With a daily net paid circulation of 6,512—by A. B. C. report—exceeded by only two newspapers in the whole State, The Daily Herald covers the Gulf Coast of Mississippi completely. Growing from a circulation of 2,527 in 1920, the story of these figures is one of progress.

The Mississippi Coast market is a big one, and is growing rapidly. This is one of the most prosperous sections in the country today. About \$65,000,000 of public and private improvements are under way on this "Riviera of America;" and there's business here "Where Nature Smiles for Fifty Miles."

The Daily Herald will help you sell your products or services to substantial citizens and thousands of visitors who throng this vacation and pleasure resort territory.



THE DAILY HERALD

Gulfport Mississippi Biloxi
GEO. W. WILKES' SONS, Publishers

Years Test. Ostermoor & Co., New York.

Putting Ideas into Picture Form. Retlaw Visualizations, New York.

Quality at Modest Cost. International Shoe Co., St. Louis, Mo.

Quality Built Into Every Coil. Premier Cushion Spring Co., Detroit, Mich.

Refresh Yourself. Coca-Cola Co., Atlanta, Ga.

Relax in a Stabilized Car. John Warren Watson Co., Philadelphia, Pa.

Remy Standard Is Excellence. The Remy Electric Co., Anderson, Ind.

Right to the Point. Wallace Pencil Co., St. Louis, Mo.

Rising Higher and Higher in Public Esteem. Gardner Motor Car Co., St. Louis, Mo.

Roof Rejuvenator. A. Philip Carey Co., Cincinnati, Ohio.

Safety With Saving. Mutual Union Automobile Insurance Co., Seattle, Wash.

Secure as the Bedrock of New York. New York Title and Mortgage Company, New York.

Self-Sealing—Self-Cementing. Seiberling Rubber Co., Akron, Ohio.

Sell More—Grind Less. Thompson Products, Inc., Cleveland, Ohio.

Sensible Protection—Fore and Aft. American Chain Company, Inc., New York.

Servant on the Wall. The Kalyptol Products, Inc., Newark, N. J.

Set It and Forget It. Walker & Pratt Mfg. Co., Boston, Mass.

Short Lengths—Easy to Eat. (Macaroni and Noodles). C. F. Mueller Co., Jersey City, N. J.

Since 1811 at the Sign of the Golden Buffalo. Edward K. Tryon Co., Philadelphia.

Smooth as a Kitten's Ear. Hammond Cedar Co., New Westminster, B. C., Canada.

So Much More in Quality for So Little More in Price. Seiberling Rubber Co., Akron, Ohio.

South Florida's East Bank. First National Bank of Tampa, Tampa, Fla.

Southern Serves the South. The Southern Railway System, Washington, D. C.

Specializing for Quality Valves and Fittings. Reading Steel Casting Co., Bridgeport, Conn.

Springs Right Back Into Shape. Pennsylvania Knit Coat Company, Philadelphia, Pa.

Standard Control of Infiltration. Monarch Metal Products Co., St. Louis, Mo.

Standard for Accuracy. (Steel Tapes) L. S. Starrett Co., Athol, Mass.

Stilled Breath of Nature. The (Sparhawk Flavors). Charles V. Sparhawk Corp., Newark, N. J.

Sure to Seal—Easy to Open. (Good Luck Rings) Boston Woven Hose & Rubber Co., Cambridge, Mass.

Take the Dread Out of Night Driving. Autolight Control Co., Three Rivers, Mich.

Tell the Truth. (Scientific Measuring Instruments) A. E. Moeller Co., Brooklyn, N. Y.

There Is No Fade to Middishade



In Central New England is the deep rooted belief that advertising should pay its own way to be an efficient tool of business. As the foremost advertising agency located in this vast industrial area, this belief is the yardstick by which we measure all our dealings with our clients.

THE MANTERNACH COMPANY
Advertising

The Manternach Building · 55 Allyn Street
HARTFORD, CONNECTICUT

IF YOURS IS A ONE-MAN AGENCY THIS SHOULD INTEREST YOU!

If you are running your own agency you have many problems. How can you efficiently take care of all details of finance, copy, art, proofs and cuts and still contact with clients? How can you find time to get out after new business?

To you this steadily growing advertising agency offers an interesting proposition. We are in the city's finest location. Our executives are men of practical experience. Our copy and art departments are exceptional. We do our own typography.

To the man who associates his agency with ours we offer a service that will solve his present problems and help him to further growth and profit! We invite your sincere inquiries.

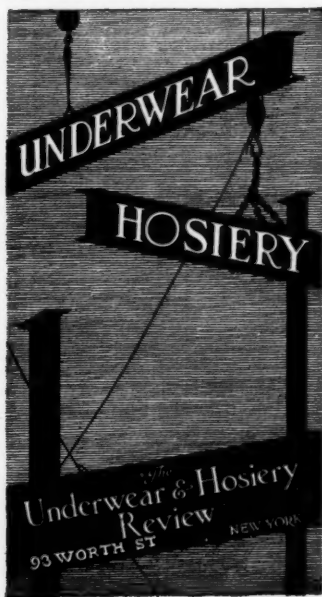
Address "H," Box 232, care of Printers' Ink.

House Organs

The ultimate value of your house organ must be measured by results you can see. Our specialized service has helped ten national leaders secure very tangible house organ values.

Helpful copies of our House Organ production will be sent on your request

ARROW PRESS, INC.
318-326 West 39th Street · New York



(Blue Serge Suits) Middishade Co., Inc., Philadelphia.

There's a Jewel for Every Use. (Paints and Varnishes) Wadsworth Howland Co., Chicago.

Tower of Strength. A. Bankers Trust Co., New York.

Turns Curves Without Puckering. Wm. E. Wright & Sons Co., New York.

Twenty-eight Day Concrete in Twenty-four Hours. Atlas Luminite Cement Co., New York.

Twice as Much Fun. (Loco-Builder Electric Trains), The Dorfman Co., Newark, N. J.

Use 'em Yourself to Sell 'em. American Chain Company, Inc., New York.

Vantime's Is a Permanent Oriental Exposition. Vantime's New York.

Ventilated Straw Hats. Caradine Hat Co., St. Louis, Mo.

Vesta for Vitality. Vesta Battery Corp., Chicago.

Wash and Bathe in Running Water. Speakman Co., Wilmington, Dela.

We Wash 'em Behind the Ears. Quick Service Auto Laundry Motor Inn Bldg., Clarksburg, W. Va.

Growing City Within a Growing City. A. West Seattle Community Advertising, West Seattle, Wash.

When All Soaps Fail Flash Cleans. Flash Chemical Company, Cambridge, Mass.

Where All Street Cars Meet. Utica Trust and Deposit Co., Utica, N. Y.

Where the Sun Never Sets on an Unfilled Order. Western Newspaper Union, Wichita, Kans.

Where Your Interest Grows. Ocean City Title and Trust Co., Ocean City, N. J.

Will Do You Many a Good Turn (Viking Tire). Combination Rubber Mfg. Co., Trenton, N. J.

Winning and Holding Good Will. Oakland Motor Car Co., Pontiac, Mich.

Wipe and It's Bright. A. (Porcelain Cleaner). B. T. Babbitt, Inc., New York.

With the Better Taste. (Macaroni and Noodles). C. F. Mueller Co., Jersey City, N. J.

With That Home-Made Taste. Best-Clymer Co., St. Louis.

Woman's Razor. The. Curvfit Products Co., Inc., New York.

Wood of Countless Uses. The. Elliott Bay Mill Co., Seattle, Wash.

The World Knows the Houses We Serve. Currier & Harford, Ltd., New York.

World's Champion Ammunition. Western Cartridge Co., East Alton, Ill.

Worthy of Its Name. (Red Cross Mattress). New York Mattress Co., New York.

You Can Do It Better With Gas. American Gas Association, New York.

You Can't Buy a Better Traffic Signal to Save Your Life. Tokheim Oil Tank & Pump Co., Fort Wayne, Indiana.

Youth Glorified. Martina Downing, New York.

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July 22, 1926

PRINTERS' INK

177

More Than

Circulation
192,462
A. B. C. Audit

$\frac{3}{4}$ of a
Million

lines of advertising have been
gained so far this year by

THE CINCINNATI POST

Southern Ohio's Greatest Newspaper

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented by

ALLIED NEWSPAPERS, INC.

250 Park Ave., New York, N. Y.

July 22, 1926

WITTE ENGINE WORKSFOUNDED IN 1870 MANUFACTURERS OF
KEROSENE AND GASOLINE ENGINES AND POWER SAWS

ED H. WITTE
PRESIDENT
R. W. WEBB
VICE PRESIDENT
E. E. BLACK
SECRETARY

FACTORY & GENERAL OFFICE
KANSAS CITY, MO.
BRANCHES -
PITTSBURGH, PA.
SAN FRANCISCO, CALIF.



CABLE ADDRESS
WITTE KANSAS CITY USA
A. B. C. CODE
S' 7657 EDITION
WESTERN UNION
CHICAGO

KANSAS CITY, MO. 7/9/26.

Mr. Henry Morgenthau, Jr., Pub.,
American Agriculturist,
New York, N. Y.

Dear Sir:

We recently sent you through our agency the insertion orders for your publication for the year beginning in August. You probably noticed that it was more than double the appropriation given you for the year ending last May.

There is a reason.

Our sales cost for the year ending in May was between 25 and 26%, which in our line of business means a great deal, and we are very glad to be able to use such a medium that will give us such good results. We hope to be with you a long time and to use space in proportion to the results obtained.

With very best wishes,

Very truly yours,

WITTE ENGINE WORKS.

RES/MC

R. E. Smith
Advertising Manager.

AMERICAN AGRICULTURISTHENRY MORGENTHAU, JR., *Publisher*

Wallace C. Richardson, Inc.,
250 Park Avenue,
New York



Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.

Bank Copy Ties Up with Events of Current History

The Franklin Trust Company of Philadelphia, which has erected a branch bank in the Sesqui-Centennial Exposition grounds, in newspaper space on the day of the official opening by President Coolidge of the new Delaware River Bridge and the Sesqui-Centennial Exposition, made these current events the theme of its advertising message. One-half of the 1125-line space was devoted to an illustration of "The Tower of Light," the central motif of the Sesqui-Centennial group, with insets showing the Bridge and the Sesqui Official Depository—the Franklin Trust Company.

The display line under the illustrations read, "Three important events." These referred to the dedication of the Delaware River Bridge, the formal opening of the Sesqui-Centennial and the formal opening of the bank's exposition branch.

Munsingwear Income Gains

The Munsingwear Corporation, Minneapolis, and subsidiaries, manufacturers of Munsingwear underwear and hosiery, report a net income, after charges, of \$299,140, for the six months ended May 31, 1926. This compares with \$168,286 reported in the corresponding period of the previous year.

Campaign for Chesterfield Tables

A magazine campaign will be started next autumn on Chesterfield tables, manufactured by the Seyler Furniture Company, New Hamburg, Ont. Norris-Patterson, Ltd., Toronto advertising agency, will direct this campaign.

Tampa "Tribune" Buys Tampa "Telegraph"

The Tampa, Fla., *Morning Tribune* has purchased the Tampa *Telegraph*, which has been discontinued. It was previously reported, in error, that it was the *Morning Tribune* that had been bought and discontinued.

"Headlight" Clothing Account for Detroit Agency

Larned, Carter & Company, Detroit, makers of Headlight overalls and pants, have appointed C. C. Winningham, Inc., advertising agency of that city, to direct their advertising account.

W. K. Ziegfeld, Jr., with Detroit Agency

William K. Ziegfeld, Jr., has joined Grace & Holliday, Detroit advertising agency. For the last two years he has been general manager of the Life Newspaper Syndicate, New York.

The Atlanta Journal

Atlanta, Ga.

Daily · Sunday · Tri-Weekly

Mt. Airy, Ga., July 7, 1926

To The Atlanta Journal:

I have just written the Erickson Advertising Agency where the Duz account is handled that the people of Georgia and adjacent states feel towards a new product advertised in The Atlanta Journal just as they feel towards a stranger introduced by their best and oldest friends. Both are given a cordial welcome.

I also told the agency that the highway leading to the homes and the hearts and the purses of the housekeepers of Georgia had its road bed in the advertising columns of The Journal.

Sincerely,
May Flint.

Note: The Duz Company awarded first prize of \$500.00 to Mrs. Flint for the best letter on Duz. Mrs. Flint read of the contest in an advertisement of Duz in The Atlanta Journal.

*The Journal Serves
All the People*

Changed Dress for Midsummer Sales

The Postum Cereal Company Puts on Warm Weather Fixings to Keep Winter Customers Sold in the Dog Days

By Ralph Crothers

MANY a summer bachelor, deserted at the first onslaught of torrid weather by wife and family, changes his winter habits considerably when left alone in town. The tendency has been commented on in story, play and vaudeville skit.

Many a product, popular in the winter months by the home fire-side is deserted in midsummer in favor of other fancy products in their summer finery.

The wise manufacturer takes no chances on losing his customers when the dog days come. He gives his product a new garb, advertises it and by adding the tonic of news value makes every effort to hold his winter customers and add new ones by means of his summer change.

The Postum Cereal Company offers a good example of this modern tendency.

Not a few regular users of Postum, men who wouldn't think of taking a demi-tasse on a winter's night, for fear of later sleeplessness, will order and consume two tall glasses of iced coffee at their favorite midday restaurant on a torrid July day.

They see iced coffee on the menu, the family is away—back they go to the coffee habit. Wife away at the mountains is very likely to fall for the same temptation as she sits out under the lawn umbrella on a sunny afternoon.

So Postum dressed its product up, gave it news value in the form of two recipes discovered by "Charles, the genial head waiter whose thoughtfulness has done so much to make New York's newest grill a success from the start," and by advertising Iced Postum, left winter customers no valid excuse for deserting them in midsummer.

Like the regular winter copy,

this summer campaign on iced Postum is aggressive. It contains lines like this for example: "Now it is a great favorite, particularly after the theatre, when so many dislike to take the drinks that make them sleepless"—"No tedious process of brewing or boiling and cooling. The drink is nearly cold when it is made. Only a little ice is necessary to bring the frost out on the glasses"—"You can drink all the Iced Postum you want at dinner, or late at night, with no fear of sleeplessness."

In order to make it as easy as possible for every old customer or new prospect to try the summer drink, a coupon is run in the full page copy which, if he doesn't want to stop in at the grocer's to buy it, offers him one week's supply of either Instant Postum or Postum Cereal, which is prepared by boiling.

The coupon which the reader is asked to fill out, carries his implied agreement to use the week's supply he gets free, as the first part of a thirty-day test.

Fixing the product up in new dress for midsummer by suggesting a new use and offering every inducement to get people to try it seems to offer a logical way to hold fast to winter customers in the fickle summer season.

Richmond "Times-Dispatch" Appoints John Budd Company

The Richmond, Va., *Times-Dispatch* has appointed The John Budd Company, publishers' representative, as its national advertising representative. This appointment becomes effective August 1.

P. C. Foley with Detroit Agency

Paul C. Foley has joined the Fred M. Randall Company, Detroit advertising agency. He was formerly with the F. R. Steel Company, Chicago.

hotel men have been *brought up on it!*

Everybody in any way connected with the hotel business, reads the NATIONAL HOTEL REVIEW. That means that all those to whom you must sell will see your advertising message here. In addition to hotel executives, practically all architects interested in hotel building, and all worthwhile hotel supply jobbers and their salesmen follow its pages conscientiously. In the NATIONAL HOTEL REVIEW you reach every factor you need tell about your product.

And these men have been brought up on the NATIONAL HOTEL REVIEW, have read it for years, and look forward eagerly each week for the news and the helpful information it contains.

When you advertise in the NATIONAL HOTEL REVIEW, you not only receive a powerful circulation among the buying factors of the hotel field, but as well, the active cooperation of an organization developed with the sole purpose of helping you get more and more profitable sales from this huge market. In a single recent issue of our Advertisers' Service Bulletin, issued weekly free to annual advertisers, there were listed new construction projects totaling \$32,283,500.

We shall be glad to submit sample copy of this valuable Bulletin Service, as well as other data on the hotel market, upon request.

NATIONAL HOTEL REVIEW

A. B. C.

A. R. EADIE, Advertising Manager

A. B. P.

609 Chapman Bldg.
Los Angeles119 West 40th Street
New York10 S. La Salle St.
Chicago

T I R E D ?



Tired of the same old result?
And would like effects
delightfully and refreshingly
different.

Why not give us a ring and
let us show our stuff.

Not merely offset—*super*
offset.

OFFSET GRAVURE CORPORATION

"More than offset, more than gravure."

110 Seventh Avenue
Long Island City, New York
Astoria 7101

INFLUENCE

the
Medium That Dominates a

3 BILLION \$
MARKET \$

EVERYTHING and the Best
of it—is bought continually
by professional entertainers.
And to equip amusement
palaces, etc., and the pro-
duction of shows of all de-
scriptions.

Performers, owners, pro-
ducers, managers—ALL read
THE BILLBOARD weekly
because it is the ONLY publi-
cation covering the ENTIRE
amusement field with live, tele-
graphic news. No other
amusement weekly has A.B.C.
rating. Write for complete
information to

**The
Billboard**

1560 Broadway, New York City



Chicago

Cincinnati



Marketing Off-Season Products

(Continued from page 8)

summer sections at a definite time,
we discovered that the plan worked
out very well.

In outlining our plan to help
stabilize our business I have
talked, up to this point, only about
new items in the regular line. An-
other help in evening up the val-
leys in our sales and production
curve, has been the advertising and
sales effort put behind an important
by-product. I refer to our fish
glue. There is nothing new, of
course, about making glue from
fish. It is not so generally known,
however, that the highest grade of
fish glue is obtained from codfish,
and we are one of the largest users
of codfish in the world. For many
years makers of different glues
have been buying the codfish skins
which were a by-product of our
main business. Selling in this
manner in bulk to other manufac-
turers who made our by-product
into glue, we did not get a high
price for it. Finally in confer-
ence with our research department,
we decided to utilize this by-pro-
duct and produce a liquid glue which
we could market through the usual
trade channels to the consumer.

ADVERTISING GLUE WITH OLD TRADE CHARACTER

Again we used our plan of
cashing in on our reputation
and standing in the fish trade. We
used our old captain trade char-
acter, "The Man at the Wheel" to
announce that we were going to
sell glue. We had him say in
print: "I told 'em long ago they
ought to be making glue—they were
the very people to make it. In-
stead of going on selling those
valuable codfish skins after mak-
ing their codfish products, they
should be extracting the glue and
selling it to the public, thus guar-
anteeing an absolutely pure fish
glue, free from dirt and impurities.
Now, they've finally followed my
advice."

In all our advertising to dealers in
introducing this new product, we

Are the arteries beginning to harden?



ANY a veteran space-buyer these past few months has noted symptoms of that dread disease, hardening of the circulation arteries. These show in diminishing returns from, much-used media.

And, really, is it any wonder, when you consider that much the same cross-section of America is being hammered by much the same advertisers, week in and week out, year after year?

While advertising reputation often depends on advertising repetition, there can be too much of a good thing.

Why not try some new blood in this year's list, a vital weekly magazine, for example, whose audience is one of the richest and most responsive in America and has the great advantage of not being ad-hardened at the start?

We mean, of course,

THE CHVRCHMAN

*The Leading Journal of the
Episcopal Church*

2 West 47th Street

New York City

WANTED Advertising Agency Service Man

- who is thoroughly experienced in the service and contact problems of an advertising agency
- who has had engineering training. This is not essential, but preferred
- who has had experience in writing copy
- who is able to make his own rough layouts
- who would enjoy a connection with a strong AAAA agency
- who desires to make his last change and to settle himself for life in a sound, stable agency business, already grown to large figures.

We prefer a man under forty. Only a big man, broad gauged, four-square and in perfect health can meet our requirements.

Write us about yourself. Give full particulars of your business history, present salary, etc.

All communications will be held in strict confidence.

All our employees know we are running this advertisement.

Address "E," Box 230, Printers' Ink.

wanted a layout artist

I am looking for one who has been trained in a busy advertising agency and yet has never lost that fresh, new, viewpoint. . . . He must be capable of making good visuals as well as careful layout sketches . . . in any medium . . . in any technique. If he can manage a studio force, all the better. . . . I can offer him a mighty fine opportunity . . . good work . . . in pleasant surroundings and at a satisfying salary.

MARTIN ULLMAN
250 Park Avenue, New York

placed emphasis upon the previous advertising of the company and the advertising which we have done and are doing for our other products.

Our experience makes me believe that no manufacturer can tell when a business has exhausted all of its sales possibilities. There is always some neglected product to develop. There is always some potential market which can be opened up by a new item worked out by a research department operating in close contact with the selling end of the business. I do not want to make it appear that our whole problem of the slack season has been entirely and finally solved. But we do feel that we have gone quite a considerable distance along the right road. Our general method in going in this direction might be summed up as follows:

1. Digging for supplementary products which will meet some of the off-season needs either present or potential of our regular customers.
2. Making a special sales and advertising effort in the most logically productive territory.
3. Holding out worth-while inducements to the sales force, so that after hard digging has indicated the right product, the men will go out and sell it in off-seasons with real enthusiasm.

It seems to me, too, that if, after sixty years of going along in the same general line, a company like ours could discover a whole line of new products, which could be made, advertised and sold to meet the off-season needs of our customers, a somewhat similar procedure would work out well in a large variety of other lines.

Joins Chicago Engraver

Arthur Urie, formerly with the Graphic Arts Corporation, Toledo, Ohio, has joined the sales staff of the Pontiac Engraving and Electrotyping Company, Chicago.

Fay Gordon Dead

Fay Gordon, for the last five years advertising manager of the Albert Lea, Minn., *Tribune*, died at his home in that city last week.

The
Richmond Times-Dispatch

Announces

The Appointment of

THE JOHN BUDD COMPANY

As Its

**NATIONAL ADVERTISING
REPRESENTATIVES**



Effective August 1st, 1926

Newspaper Facts Concerning Seattle

The Post-Intelligencer is the *only* newspaper in Seattle which regularly carries advertising from *every* grocery chain store in this city!

These merchants are right here on the ground and *know* very definitely which paper produces the *most results!*

You national advertisers, seeking to increase your sales volume in Seattle, cannot overlook this fact. So we ask you this question: Are you putting the "P.-I." on your late Summer and Fall lists?

In every department of the "P.-I." records have been broken! Weekday circulation shows a 17,000 gain over a year ago. Total paid advertising shows a phenomenal gain in the same period of nearly *One Million and*

a Half Lines! We challenge any newspaper in ANY similarly-sized city to show such record-breaking increases. Seattle was never so prosperous. The "P.-I." was never such a splendid advertising investment!

Seattle Post-Intelligencer

Seattle's **ONLY** Morning Paper—
FIRST in Circulation

Eastern Representative:
W. W. CHEW,
285 Madison Ave.,
N. Y. C.

Western Representative:
WM. H. WILSON,
915 Hearst Bldg.,
Chicago

Coast Representative:
T. C. HOFFMEYER,
Monadnock Bldg.,
San Francisco

FARM PAPER SUMMARY FOR JUNE

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, live stock and
classified advertising)

MONTHLIES

	Lines
Country Gentleman	59,554
Successful Farming	18,028
California Citrograph	15,640
Farm Journal	14,413
Farm Mechanics	11,160
Capper's Farmer	11,130
Farm & Fireside	9,973
Field Illustrated	7,666
American Fruit Grower	7,473
Farm Life	5,639
Power Farming	4,954
American Farming	4,107
Better Fruit	3,326
Farmer's Home Journal	2,729

SEMI-MONTHLIES

	Lines
Dakota Farmer	22,572
Hoard's Dairyman	21,552
Oklahoma Farmer-Stockman ..	21,010
Orange Judd Illinois Farmer ..	17,512
Missouri Ruralist	15,728
Montana Farmer	15,314
Farmstead, Stock & Home....	14,669
Utah Farmer	12,560
Southern Ruralist	11,009
The Dairy Farmer	9,931
Southern Agriculturist	9,883
Western Farm Life	9,391
Western Farmer	8,139
South Dakota Farmer & Breeder	7,919
Michigan Business Farmer	7,868
Southern Cultivator	5,428
Southern Planter	5,270
Modern Farming	3,843
Missouri Farmer	3,372
Arkansas Homestead	3,072

WEEKLIES

(Four Issues)

	Lines
The Farmer	31,583
Pacific Rural Press	29,299
California Cultivator	29,180
Nebraska Farmer	27,388
Prairie Farmer	23,952
Kansas Farmer & Mail & Breeze	23,075
Iowa Homestead	22,700
Wallaces' Farmer	22,463
Indiana Farmer's Guide	21,966
New England Homestead	21,347
Rural New Yorker	20,735
Wisconsin Agriculturist	20,480
Michigan Farmer	20,045

Influence

Advertise in the paper that has grown up with San Francisco and has been an influence in the community for 61 years.

REPRESENTATIVES

Williams, Lawrence & Cramer, 285
Madison Ave., New York City; 360 No.
Michigan Ave., Chicago; R. J. Bid-
well Co., Times Bldg., Los Angeles;
Henry White, Stuart Bldg., Seattle.

San Francisco Chronicle

Nation - Wide Sale of Lumber

in markets thousands of miles away from sawmills makes price quotations indispensable to manufacturers and dealers — over 12,000 lumbermen get their weekly from the

American Lumberman

Est. 1873 CHICAGO A. B. C.

YOUR PRODUCT

will find its market in the

CHURCH FIELD

through the preachers' trade journal

THE EXPOSITOR

710 Caxton Building, Cleveland, Ohio

156—5th Ave., New York

37 South Wabash Avenue, Chicago

Sample and rate card on request.

Photostats !!!

of any subject -
By Photographers

Fast Messenger Service

PACH BROS.

28 West 44th Street, New York, N. Y.



Creative Artist WANTED

A well-known New York Lithographic house has an opening for an experienced artist who can create ideas and make layouts of all kinds in color. He must be a good draftsman, and possess the ability to adapt his ideas to window displays, cards, booklets and all forms of direct advertising. This opening presents a fine opportunity for the right man. Address

"C," Box 87, Printers' Ink.

Visualizer

With unique combination of creative and practical merchandising experience. Has handled campaigns from the writing of the plan to the finished advertisement. Expert knowledge of merchandising, art, layout, and typography. Capable of visualizing present accounts from an original and fresh viewpoint, and functioning as plan and idea man for prospective business. Ten years agency experience. Thirty-two years of age. Now available.

Box L-223 Printers' Ink.

Farm & Ranch	19,254
Washington Farmer	18,995
Ohio Farmer	18,948
Pennsylvania Farmer	18,771
Progressive Farmer & Farm Woman	18,302
Oregon Farmer	17,707
Idaho Farmer	16,897
Breeders Gazette	15,112
Wisconsin Farmer	14,985
Florida Grower	13,295
Ohio Stockman & Farmer	11,361
American Agriculturist	11,290
Pennsylvania Stockman & Farmer	10,992
Dairymen's League News	7,049
Pacific Homestead	3,871

FARM NEWSPAPERS

	Lines
Kansas City Weekly Star	19,813
Kansas City Weekly Journal	11,487
Dallas Semi-Weekly Farm News	11,271
Atlanta Tri-Weekly Constitution	9,610
Memphis Weekly Commercial Appeal	9,064
St. Louis Weekly Globe Democrat	7,934
Atlanta Tri-Weekly Journal	6,971
St. Paul Farmers' Dispatch	5,170
(Figures compiled by Advertising Record Company.)	

Marble Account for Indianapolis Agency

The Marietta Manufacturing Company, Indianapolis, maker of Sani Onyx, a vitreous marble, has appointed the D. A. C. Hennessy Company, advertising agency, also of Indianapolis, to direct its advertising account. Newspapers, magazines, business papers and direct mail will be used.

Farm Paper Account for Atlanta Agency

Kuttroff, Pickhard & Company, Inc., New York, has appointed the Johnson-Dallis Company, Atlanta advertising agency, to direct a campaign in Southern farm papers on Calcium Nitrate, Urea and Leunaspeter, nitrogen bearing materials.

Joins Sporting Publications

Robert B. Lutes has joined the advertising department of the *National Sportsman and Hunting & Fishing*, both of Boston. He was formerly with *Today's Housewife*, New York.

Buys Otis Lithograph Company

The Otis Lithograph Company, Cleveland, has been bought by the Morgan Lithograph Company, also of Cleveland.

Star Men Buy

THE KANSAS CITY STAR

*Offer of Eleven Million Dollars
Accepted by Trustees! Paper
to Continue Under Present
Management and Policies!*

"THE STAR is Kansas City and Kansas City is The Star." So wrote Charles H. Grasty many years ago.

That statement, true then, has a new significance now. Whatever of doubt and uncertainty has existed as to the future of The Star has given place to a sense of security and permanence. With the purchase of The Star by The Star men, the bond between Kansas City and The Star is cemented with a new loyalty and a new confidence.

William R. Nelson founded The Star forty-six years ago. Under his direction it grew to world fame—a power for good and a scourge for the unrighteous. Its circulation became the marvel of the newspaper world, attaining proportions unheard of in a city the size of Kansas City.

Mr. Nelson died in 1915. Under his will the entire estate, including The Star, was left in trust to his wife and daughter, with the provision that after their death it should be sold and the proceeds used to establish an art foundation for the people of Kansas City.

Meanwhile the paper went forward under the direction of Irwin Kirkwood and the men who had been trained under Mr. Nelson.

The sale of The Star has just been consummated. The offer of eleven million dollars by Irwin Kirkwood in behalf of himself and associates has been accepted by the trustees.

Practically every civic and official body in Kansas City had gone on record urging the sale of The Star to the men who had maintained the standards and continued the success of Mr. Nelson. And these expressions were supplemented by the prayers of that great body of citizenship known as the "common people," whose unwavering loyalty and good will have ever been the chief pride of The Star and its chief claim to greatness.

The sale of The Kansas City Star to the men who have conducted its management so successfully gives to Kansas City a new pledge of service and a guarantee that the trust imposed in it by the public will be preserved inviolate.

To its quarter million subscribers and to its host of friends in every corner of America The Kansas City Star extends greetings and accepts in all solemnity the task of continuing to carry on the great program of its illustrious founder.

"The Star is Kansas City and Kansas City is The Star."

THE KANSAS CITY STAR

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6300. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 364 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; classified 65 cents a line, Minimum order \$3.25.

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Russell H. Barker

Washington: James True
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NEW YORK, JULY 22, 1926

Welcoming the New Competitor

The ice industry — natural and artificial — has had plenty of mourners. It happens, though, that most of these mourners have not been connected with the manufacture or distribution of ice.

In other words, the ice industry, itself, entertains no notion that it is going to the eternal bow-wows due to the competition of the electrical refrigerator. Quite the contrary. The industry's leaders claim that, instead of being harmful, the competition of the electric refrigerator is going to be a distinct aid to everybody connected with the ice industry.

To show that there is still plenty of room for expansion for natural

and artificial ice, as distinguished from electrical refrigeration, it is pointed out that only 35.8 per cent of the 26,000,000 homes in this country have receptacles for ice. This means that there are about 17,000,000 homes not using refrigeration and it would appear that the majority of these 17,000,000 homes are more logical prospects for the ice concerns than they are for electric refrigeration.

Then, again, some millions of homes which do have ice receptacles use them only during the summer months. If the ice industry could succeed in getting ice into these homes for two or three additional months in the year, a vast new market would be opened.

We don't presume that the ice industry jumped up and gave three cheers when the electric refrigerator bounded into prominence and showed signs of becoming a lusty rival. However, it was soon realized that the competition would be mutually beneficial for the reason that the combined efforts of the two industries would speed the education of the public in matters of refrigeration and this "ice consciousness" would create new markets that would afford plenty of room for both industries to operate in.

A. H. Goss, president of the Electric Refrigeration Corp., has been quoted as saying: "Co-operation between the ice manufacturer and the electric machine manufacturer will result in great benefits to each." Joseph Horner, president of the Consumers Ice Company, Grand Rapids, said: "I am heartily in favor of close co-operation between the two allied branches of the refrigeration industry, electric and ice. . . . A large part of this increase in the ice industry will, I believe, come about directly and indirectly as a result of the advertising campaigns of both the electric refrigeration manufacturers and the artificial ice companies."

Another indication is that, as already reported, the two industries are co-operating to eliminate disparaging advertising.

No, indeed, the ice industry is not ready to give up the ghost. If anything, it is just starting to develop its markets in a real way.

The Land of the Free Goods

There are a great many variations of the free goods offer, but the poorest of these is the "free stock offer." In its latest variation it can be described somewhat as follows:

"You buy from us two dozen boxes of our remarkable product and we will give you—ab-so-lute-ly free-e-e—one share of our gilt edge stock. If you buy four dozen boxes you'll get two shares—still absolutely free. You become a partner in our enterprise—a non-voting partner, to be sure, but think of the fun of owning several shares of stock in our company."

Dealers actually fall for this kind of offer. Sometimes, of course, there is a possibility that the stock will pay dividends—sometimes. As a rule, however, the retailer merely overstocks on a certain item, has trouble moving it from his shelves and eventually tucks the left-over boxes in the waste basket along with his shares of free stock.

Another characteristic of the free stock offer is that the companies making such offers usually "pass the profits direct to the retailer instead of wasting the money in advertising." It's an old, old dog and it keeps on doing the old, old tricks even if it is dressed up in a new collar.

PRINTERS' INK does not wish to detract any from some of the excellent plans being used by responsible advertisers, where the dealer is actually taken into partnership in a sound business by being given shares of stock or partnership certificates. What it does wish to do is to warn the advertiser, who, through inexperience or poor judgment, believes that any great number of reputable dealers will be caught in the net of the free stock offer, thus allowing the advertiser to slide out from under his obligation to advertise his

product as it should be advertised

The wise dealer has seen a great many "free goods" products come down the road, linger for a moment, and then lose themselves in the dust of oblivion. He much prefers sound, consistent advertising effort to a golden opportunity to join the ranks of big business men by way of the free stock route.

Constructive Copy Suggestions

The National Automobile Chamber of Commerce has performed a real service not only for the members of the automobile industry, but for a great number of other industries as well. The advertising managers of the members of this association, under the leadership of Edward S. Jordan, chairman of the Advertising Committee, have recently drawn up a set of five suggestions concerning what not to do in advertising copy and these have been ratified by the entire membership of the association. They are as follows:

1. Motor companies should not mention the names of their competitors without the latter's consent.
2. No advertising should contain statements based on information derived from the confidential production reports of the Chamber.
3. No statement should be made derogatory to a product of a competitor.
4. The advertising of cross-country runs involving illegal speeds is not advisable and is unproductive.
5. Fear advertising is harmful to the industry as a whole and is likely to react on all.

It is understood that a thorough discussion as to bad practices in copy preceded the selection of the above five suggestions.

PRINTERS' INK has often commented upon the danger in certain copy practices especially in the automobile field, which are now fully covered. Suggestion four, particularly, should do much to stop the practice of featuring the tremendous speeds of which some cars are capable in automobile copy, a habit which undoubtedly has aroused much resentment especially among the mothers and fathers of America.

Some of the other suggestions apply with peculiar force to advertising in other industries. Whenever the leaders of an industry get together to codify a set of suggestions, either as to standards of selling practice or advertising copy, they are performing a distinct service to the industry as a whole.

The example of the National Automobile Chamber of Commerce could be followed with advantage by manufacturers who are leaders in other industries.

A Nation's Spiritual Eminence

A writer on the business outlook said recently that Great Britain, despite the depression through which that country is passing just now, has lost none of her spiritual pre-eminence. Which means—what?

According to the context, it probably means that the commercial and industrial leadership which Great Britain has enjoyed until the very recent past has been based not alone on her material possessions and accomplishments, but upon something else as well, which for want of a more accurate term is called spiritual power. Two evidences of it are mentioned: cancellation of the war debts due Great Britain from her allies at the close of the Napoleonic wars, with a long-continued period of commercial depression to look forward to; and the individual loyalty of British subjects under economic and national crises, one example of which is the equanimity that the majority of Englishmen have shown under the burden of post-war taxation.

From all the signs, American business is probably headed for the highest level of material prosperity that the country has ever known. As the fear of a business depression fades, confidence merges into over-confidence, and selfishness becomes aggressive and arrogant. A certain ruthlessness is discoverable in our selling and advertising campaigns, as this or that industry, not content with its share of the consumer's dollar, tries to

hog it all. By the extension of instalment selling to consumable articles of little or no re-possession value, the consumer is being urged to spend income before it is earned, even for a year or eighteen months ahead. Advertising copy shows a tendency, here and there, to denounce and attack the consumer's prerogative to spend his money as he sees fit, especially when the product has an advantage in the necessity-versus-luxury argument.

The danger in all this lies in forgetting that American business has a spiritual background. The thing which has made this country great is not case-hardened selfishness but devotion to certain spiritual ideals. In our zeal for commercial supremacy it is well to remind ourselves now and then that enduring prosperity rests upon something besides material wealth—that a nation's spiritual eminence is a sustaining power through periods of uncertainty.

Directors of sales campaigns and writers of advertising—think that over.

The Psychology of Flattery in Selling

The National Lead Company is conducting a series of business-paper advertisements which practically takes the form of a short course in psychology. Each advertisement introduces a character which typifies some one of the many traits of human nature that dominate individuals.

There is, for example, the prospect who is immune to the usual sales arguments. A dealer, if he is a close student of human nature, may find, however, that the special treatment in such a case might be an appeal to vanity. How the treatment is to be applied is discussed in a current advertisement which has for its subject Pat Myback, who is characteristic of those individuals who are case-hardened to logical persuasion, but who are susceptible to flattery.

The campaign takes the form of leaves from a painter's note-book and is entitled, "House Owners I Have Known."

When the trade meets a Pat Myback the copy recommends that dealers switch from their usual arguments. "Flatter him on his standing in the community," it advises. "Tell him that a man in his position cannot afford to neglect the appearance of his house. Take the stand that his neighbors look to him to have a well-painted, attractive home. It is surprising how effective such a line of attack can be."

Black Sheep

Just out



This little publication has become so popular that it is necessary for us to charge 12 cents in stamps, to keep it select. Write in for your copy while they last.



The Agency that Marries an Account must take into consideration that not all wives remain faithful.

ETHRIDGE

25 East 26th Street, New York City

Advertising Club News

Reports Convention with Motion Pictures

A picture record of the activities of the Des Moines delegation to the advertising convention at Philadelphia was unreeled before members of the Des Moines Advertising Club at a recent meeting, following the installation of new officers. Three reels of motion pictures, showing the delegation en route and at the convention were made by Mac Harlan and this record was further supplemented by other pictures taken by Gerald E. Weir.

The new officers installed are: President, Arthur Brayton; vice-president, Mr. Harlan; secretary-treasurer, Walter Melone, and the following members of the board of governors: W. E. Murchison, Paul Baugh, Gerald E. Weir, B. F. Spry and L. E. Hoffman.

Organize Club at Eugene, Oreg.

An advertising club has been organized at Eugene, Oreg. Webster Ruble, of the *Morning Register*, has been elected president. Frank Blade is vice-president, and C. W. Reid, secretary-treasurer. The new club will work in co-operation with the advertising department of the University of Oregon.

Ruth Pearce Re-elected by Milwaukee Women's Club

Miss Ruth Pearce has been re-elected president of the Women's Advertising Club of Milwaukee. Miss Helen Weinman was made vice-president; Miss Edna Smith, treasurer, Miss Gertrude Kluck, secretary, and Miss Ruth Loeffler, assistant secretary.

Helps College Oversubscribe Building Fund

The Advertising Club of Richmond, Va., planned and carried out the advertising campaign of a drive recently made by the College of William and Mary for a building fund of \$100,000. The fund was oversubscribed by \$7,000.

Albuquerque Club Receives Charter

The Advertising Club of Albuquerque, N. Mex., has received its charter as a member of the International Advertising Association.

Oklahoma City Clubs Merge

The Women's Advertising Club of Oklahoma City, Okla., has been merged with the Advertising Club of Oklahoma City.

Affiliation Clubs Plan Speakers' Bureau

Officers of the advertising clubs of Buffalo and Rochester, N. Y., and of Cleveland, met last week at Buffalo, to consider the possibilities of a plan by which the three clubs could establish a bureau for booking speakers. It is thought that better speakers may be attracted through the combined efforts of the clubs. The movement is facilitated by the fact that the clubs meet on successive Tuesdays, Wednesdays and Thursdays.

Indianapolis Club Re-appoints L. C. Nagley

Lester C. Nagley has been re-appointed secretary-manager of the Advertising Club of Indianapolis by the board of directors to serve another year. Mr. Nagley was named last September to succeed Edward W. Hunter, who resigned to become affiliated with the International Advertising Association.

Buffalo Club to Hold Outing

The Greater Buffalo Advertising Club will hold its annual outing on July 27 at the Roycroft, East Aurora, N. Y. The committee in charge of arrangements includes Elbert Hubbard, H. L. Loomis, A. Levy and T. Boyd.

Detroit Members Produce Motion Picture

A one-reel motion picture has been produced and exhibited by the members of the staff of the "Adcrafter," the official publication of the Adcraft Club of Detroit.

Wenatchee Club Increases Membership

The Advertising Club of Wenatchee, Wash., which was recently organized with a membership of thirty, has added the names of forty-nine new members to its roll.

Annual Outing of Davenport Club

The annual outing of The Advertisers Club of Davenport, Iowa, was held at the Spring Brook Country Club on July 14. V. Martin was chairman.

Johnstown Club Holds Field Day

The Advertising Club of Johnstown, Pa., held its annual field day last week near Ferrelton. E. C. Bell and Kenneth Ripple were in charge of arrangements.

New Bureau at Asheville

A Better Business Bureau has been organized at Asheville, N. C., by the Chamber of Commerce of that city.

Hawaii Gave Picturesque Touch to Convention

There was no escaping the fact at the recent advertising convention at San Francisco that Hawaii has an advertising club. Hawaii is included in the territory of the Twelfth District of the International Advertising Association.

All the clubs in this district, which operates as the Pacific Coast Advertising Clubs Association, sent delegates to its annual convention and the Honolulu Advertising Club sent over a delegation of twenty-five people who made a trip that takes longer than it does to go from the Atlantic Seaboard to Europe. They were headed by Wallace R. Farrington, Governor of Hawaii.

The Honolulu group was out to get the next convention for their city but, while they were not able to win their objective, they put Honolulu on the map most effectively. The Portland delegation also was out to capture the next convention and, upon their arrival in San Francisco, they were met by the Hawaiians who hung wreaths of lei about their necks and then had their rivals photographed under the Honolulu club's banner.

* * *

Chicago Advertisers Hold Golf Tournament

The annual golf tournament of the Advertising Council of the Chicago Association of Commerce was held at the Evergreen Golf Club on July 15. The annual trophy presented by the Advertising Typographers of Chicago for low net was won by Joseph Triner of the Joseph Triner Company. F. M. Boughton, American Multigraph Sales Company, won the Seaman Cup presented by the Seaman Paper Company, for low gross. The Council is planning to hold another tournament later in the summer.

* * *

Beaumont Club Making Ready for District Meeting

Although the annual meeting of the Tenth District of the International Advertising Association will not be held until October 25 and 26, the Beaumont, Tex., Advertising Club is busily engaged in arranging for the convention program. Special effort is being put forth to interest retail merchants, who, it is felt, profit most from the better business methods sought by the advertising organizations of the country.

* * *

Minneapolis Club Wins Championship

The Diamond baseball team of the Advertising Club of Minneapolis has won the championship of the Civic Club Diamond Ball League for the season which recently closed. The club team, which won every game played, was captained by Mark D. Bohen, of the advertising promotion department of the *Minneapolis Tribune*.

More Salesmen's Messages Should Hook-up to Advertising

Retail salesmen should be trained to relay the national advertisers' messages to the prospective customer, declared Herbert R. Hyman, vice-president of the Homer McKee Company, Inc., Indianapolis, and advertising counsel for the Real Silk Hosiery Mills, in an address made recently before the Advertising Club of Indianapolis.

Mr. Hyman, who spoke on "The Missing Link in Advertising," said that the neglected factor of advertising was a proper hook-up of advertising with the person entrusted with the direct job of consumer salesmanship.

"Most advertising is projected from the manufacturer or dealer directly to the public, but Real Silk advertising is planned to be resold to the public through the salesman," said Mr. Hyman.

"Proper hook-up with salesmen is the real weak point in national advertising and it can be remedied by proper emphasis upon the value of salesmen using the same sales-message of national advertising."

* * *

Pilgrimage Made to Every Club in California

A record has been established by the Advertising Club of Los Angeles, it believes, as a result of its schedule of co-operative club work. During the year it visited and presented programs before every functioning advertising club in California. Nineteen hundred miles were covered in this work, twenty-two talks on advertising subjects were made and eleven clubs were visited.

The membership of the club took an active part in this work. A delegation of fifty-six attended the Long Beach meeting, fifty-three visited Riverside, twenty-six went to Pasadena and a group of twenty-four made the journey to Santa Ana.

It is planned to make these pilgrimages an annual activity.

* * *

Third Metropolitan Golf Tourney Held

The third tournament of the Metropolitan Advertising Golf Association, New York, was held last week at the Pelham Country Club. J. N. McDonald won the low gross with a score of 83. The low net was won by Rex Wadman, who, with a handicap of 12, scored 73. The winners of the first five flights were: Harris B. Fenn, Roy Barnhill, Walter Jenkins, C. A. Speakman and John H. Livingston, Jr.

* * *

Ninth District to Meet at Sioux City

The Ninth District of the International Advertising Association, which includes Iowa, South Dakota and Nebraska, will hold its annual convention at Sioux City, Iowa, from October 3 to 5. Horace Wulf, president of the Sioux City Advertising Club, is program chairman.

The Little Schoolmaster's Classroom

"IF you like cottage cheese, and you lived in Minneapolis and had read the enclosed advertisement of the Northland Milk & Ice Cream Company, I'll wager you would have responded," comments a member of the Class.

After many years of observation of coupon advertising, the Schoolmaster is of the opinion that the piece of newspaper copy under discussion goes about as far in eliminating resistance to favorable action as any enthusiastic copy writer could hope for. Not only is an order written out for the consumer, but there is no need for him to sign on the dotted line. Even collecting the money is taken care of by the advertiser.

Everything is so simplified that all the consumer has to do is to leave the order in a milk bottle at his back door and, presto, the advertiser's distributing organization does the rest.

The advertisement features a new Northland product. In a corner, enclosed in a thin-lined border, is the order all written out. Above this there is printed a suggestion to the reader to "Tear out this note and leave it with your milk bottles tonight." The order itself is so brief that it radiates an invitation to act upon it. All that is said is: "Northland milkman. I am putting out an extra bottle and fifteen cents. Leave me a jar of Holland Style Cottage Cheese."

The Schoolmaster here confesses a fondness for cottage cheese. If the other stipulations to a wager were equally true in fact, everything would be in favor of the member who brings this progressive idea before the Class.

* * *

The personal and direct appeal, when it is made with restraint and good judgment, is apt to be the most powerful of all copy appeals. It goes straight to the reader's heart, and there's nothing more to say. Indeed, the effectiveness of

the appeal depends a great deal on there *being* nothing more to say.

An advertisement for the Gulbrandsen Registering Piano is the Schoolmaster's choice this week for special mention, on the score that this piece of copy represents an almost perfect union of story and picture in a personal appeal which is almost if not quite universal in its inclusiveness. The



AN APPEAL TO SENTIMENT

caption of the advertisement, which occupies a page, is set alongside of the picture, so that these two elements of the layout—caption and picture—mutually interpret each other and do it simultaneously. The caption reads, "To the self you have hidden away," and the picture shows a man past the middle prime of life, seated before the keyboard of a piano, apparently operating the instrument, the expression on his face being one of absorbed preoccupation, which is intensified by a soft focus effect in the treatment of the picture. In very small type beneath the picture are the words, "To lose yourself completely in the playing of fine music."

As the reader turns to the page which displays this advertisement he is bound to feel the "Hush—don't disturb" sensation, which

CollegeHumor

(a 35 cent magazine)

reaches more
educated
young persons
every month
than any other
magazine



Here's a
quality market
worth
cultivating

Production Manager Available

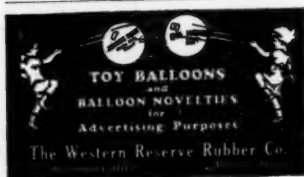
for either advertising agency or manufacturing concern. Six years' experience of proven ability for one firm. Good layout man. Capable of supervising mechanical production from source to completion. Seeks opportunity. Salary no immediate object.

**Box No. 88
PRINTERS' INK**

One of the country's best-known experts in retail distribution promotion is available on salary* or consulting basis.

**Address "B," Box 86,
Printers' Ink**

**in five figures*



makes him pause just long enough to soak up the thought in the caption, which is flattering, for at least few of us want to deny the soft impeachment that we have a hidden self hidden away somewhere. How, then, is anyone to avoid reading the opening paragraphs of text:

Behind the routine of our daily lives most of us hide something of ourselves away. There is a bit of Paderewski in every man; there is a little of Melba in every woman.

We listen to other people sing for us, other people play for us. We would like to do these things ourselves.

We would like to feel the thrill and satisfaction of putting ourselves into the creation of something fine. It's normal, it's human.

For such of us the Gulbransen Registering Piano is made.

The appeal to sentiment is a winning appeal, when it has a sound basis and is broad and universal enough.

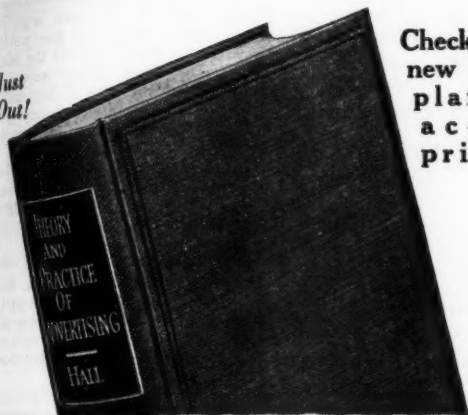
* * *

"Within their territories our salesmen are the company. They are in business for themselves." More than once in the last few years the Schoolmaster has heard sales managers express themselves in some such way. And more than once he has questioned the accuracy of their statement, being unable to believe that many salesmen actually do conduct their affairs as if they were in business for themselves.

One of the members of the Class now writes to tell what may happen when the salesman does acquire what the Schoolmaster has often heard called "the ownership point of view." For several years this company's overhead costs have climbed steadily. So has sales volume, but the margin of profit has dwindled. The executives of the company have been loath to regard these conditions as inevitable. It seemed to them the salesmen were not always fighting as hard for profitable business as they might fight. They questioned, too, whether the salesmen were always keeping sales costs down as well as they ought to be able.

"On January 1 we began to travel our men on a share of the profits instead of on straight salary and expenses," says this company. "We

Just
Out!



Check up your
new campaign
plans with
accepted
principles.

The announcement of a new book by S. Roland Hall carries its own significance to thousands of men and women in business who have profited by his previous books.

Published July, 1926

THEORY AND PRACTICE OF ADVERTISING

By S. Roland Hall

Advertising Counselor; Formerly Advertising Manager, Alpha Portland Cement Company and the Victor Talking Machine Company; Formerly Director of the International Correspondence Schools of Advertising and Salesmanship

686 pages, 6 x 9, buckram binding, 254 illustrations. \$5 net postpaid.

A carefully planned discussion—based on years of varied advertising experience—of the principles of advertising and how they are best applied in working practice. A textbook for the beginner—a guide for the practitioner.

The emphasis on sound relation of advertising plans to fundamental principles;

The attention given to direct and mail-order advertising;

The treatment of marketing research;

The discussion of the problems of retail advertising;

The three big sections on copy-writing;

The several sections devoted to a step-by-step analysis of complete advertising campaigns of representative advertisers in varied fields;

are all special features of this book that will arrest attention and incite discussion. This new Hall book is an extraordinary contribution to the literature of advertising. It is bound to set a new standard for books in this field. Make use of it in your work. Examine it for ten days free.

McGraw-Hill Free Examination Coupon

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.

Send me for 10 days' free examination Hall's **THEORY AND PRACTICE OF ADVERTISING**, \$5 net postpaid. I agree to remit for the book or to return it, postpaid, within 10 days of receipt.

Name.....

Address.....

Position.....

Company..... P. I. 7-22-26

WHO—

CAN WRITE A CAMPAIGN FOR US - - - -

WE are creators of distinctive direct-mail literature, listing among our clients many of the finest wholesale and retail concerns from coast to coast.

We seek the services of an expert copy writer with a direct-mail background to produce a campaign exploiting our service thru trade-paper ads, direct-mail, etc.

We want a campaign similar in character to the one advertising a nationally known brand of coated printing papers. It will be built around an idea we will furnish, but its presentation must be original—unique—and above all, it must sell quality.

We will pay a flat fee for the entire campaign.

"A," Box 84, Printers' Ink

RADIO MERCHANDISING

{ *The Magazine that
sells the goods* }

25,000 Circulation

Lowest rate per thousand

239 West 39th St.

NEW YORK

figured that if our men were in business for themselves they would be after the profit side of the sales dollar more than if they were just working for us. When they make money now, we make money. If we don't make a profit neither do they.

"The results for the first five months of this year are as follow:

"1. We have obtained a little greater margin of profit on our sales.

"2. Our sales have dropped. We are selling smaller volume than last year. This may be due partly to general business conditions and partly to the fact that our men are now passing up unprofitable business.

"3. Our percentage of returned goods has decreased. The expense of returns is now charged to our salesmen when the errors are theirs.

"4. Collections have been better. There is less demand for the privilege of buying on open account. Bills are being paid more promptly.

"5. The traveling expenses of our men have come down, now that the expenses come out of their own pockets and not ours.

"The net of it all is that we have sold less and made a little more money so far this year than last."

The span between operating at a profit and piling up a big sales volume at a cost that leaves no net earnings is frequently not so wide as some people believe it. Many a salesman takes business on which he must know his firm will not make money. Many a salesman turns in an expense account that

CANADIAN ADVERTISING



CALL IN

SMITH, DENNE & MOORE

LIMITED.

TORONTO—92 Adelaide Street West

WANTED TWO MEN

One as Advertising Manager

The Successful applicant must know and be able to create and produce sales building advertising. He will have ability and a disposition to work with other members of this organization and its agency. The foregoing briefly states the proposition but please interpret it *literally* and in its fullest sense.

The position requires handling of News, Farm and Trade papers, painted and lithographed outdoor boards, small signs and other miscellaneous dealer helps, direct-by-mail, broadsides, etc.

The second man we want will co-operate with our Assistant Sales Manager in the handling of his duties. This man should be able to handle salesmen, write a good sales letter, make sales by long distance telephone, also do some personal selling when necessary, and be capable of progressing.

The Skelly Oil Company is one of the largest and strongest units in the petroleum industry operating in the Mid-Continent territory. Sales effort will be focused on lubricating oils and greases.

Tell all about yourself in your first letter. State your age, education, nationality, experience in detail and *actual* salary at which you expect to be considered. Accompany application with samples of *your own* work. Also photograph of yourself. Address G. A. R. Slocum, personal, Skelly Oil Company, El Dorado, Kansas.

Poster Artist Retoucher Letter Man Manager of Department

The leading organization in its field needs an artist who can do good poster work, retouching on fine photographic illustrations, lettering, and also manage its art department. This is a splendid position for the right man.

Write full particulars of experience, past earnings, age, etc. Replies held strictly confidential.

"G" Box 231, Printers' Ink



Community Advertising Specialists

Communities served from Fairbanks, Alaska to cities in Florida. Send for questionnaire for tentative survey of your city.

Boff Advertising Agency

Little Rock, Arkansas

Will Buy Interest

in New York Advertising Agency, recognized or not, if conditions acceptable, with active participation. Principals only. Emphatically confidential.

Address, Till August 14, "Y," Box 85, Printers' Ink

he would never think of running up if he were in business for himself. Many a salesman does his best to slip doubtful credit risks past the credit manager. He wouldn't okeh them himself for anything if he were the head of his own business. Plug these leaks and you are likely to have the difference between futile sales activity and selling that leaves a profit.

Don R. Mellett Killed

Don R. Mellett, publisher of the Canton, Ohio, *Daily News*, was shot and killed at that city on July 16. He was thirty-six years old. It is believed that Mr. Mellett was murdered as a result of a vigorous campaign he has been conducting against vice conditions in Canton.

Mr. Mellett had previously been with the Scripps-Howard Newspapers at Akron and was appointed to the Canton *Daily News* by James M. Cox, publisher, about a year ago. Mr. Cox has offered \$5,000 as a reward for the apprehension of the murderer.

Mr. Mellett is survived by two brothers who are engaged in newspaper work, Lowell Mellett, manager of the Newspaper Enterprise Association, Washington, and Lloyd Mellett, news editor of the Canton *Daily News*.

P. E. Erhorn Directing Duz Sales

P. E. Erhorn, as sales manager of the Duz Company, Inc., New York, continues to direct its sales. A. L. Woodworth has become vice-president and general manager and not general sales manager as previously reported.

Southern Dairies Sales Gain

The Southern Dairies, Inc., Washington, D. C., chain operator, reports June sales of \$1,159,508 against \$1,104,347 for that month last year. Sales for the first half of 1926 were \$5,263,126, compared with \$3,699,983 for the first six months of 1925.

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

BEN. F. BRANHAM, Editor
951-957 Insurance Exch., Chicago

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents
TORONTO MONTREAL WINNIPEG

SALES MANAGER WANTED

***Starting Salary \$10,000 or More
Increases as Justified***

Real estate experience is desirable—we naturally prefer one who has had it—but it is not absolutely necessary.

We are now—and have been—developing communities in a substantial Eastern city of well over a half-million. Satisfactory progress has been made, but we are now entering into a very extensive building program. During the coming year, it is our plan to build and sell five to six hundred homes. And we intend to keep up that pace.

We need a real executive to direct sales. He should be what is considered "heavy"—capable of building up a sales organization and keeping his men on their toes. And, while we don't believe a sales manager should make a practice of going out with his men to close deals, we want a man who IS a CLOSER—so that he can give his men the proper schooling.

This is not a desk job. It calls for plenty of hard work. It means close application—and possibly long hours, for much real estate selling is done after dusk. But, to the man who is a PRODUCER, the starting salary will be ample—\$10,000 a year, or even MORE if a man can *prove* that he is worth more BEFORE. After that, increases will be forthcoming as deserved.

We only wish to hear from men who have already directed sales and PRODUCED RESULTS. We are interested quite as much in a man's RECORD as in the MAN.

Write us fully of your experience—and your qualifications. Also, state age, and whether married or single. Applications will be treated confidentially—and an interview will be arranged later. (This advertisement has been shown to every member of our organization.)

Address "D.," Box 89, care of Printers' Ink.

Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers'-Bookbinders' Outfitters Modern Cut-Cost Equipment Also Rebuilt Machinery

Conner Fendler Branch, A. T. F. Co.
New York City

TRY

Litchfield
NEW YORK

FOR A BIT O' WRITING— SALES LETTERS OR COPY—ADDRESS BOX 809, PRINTERS' INK.

Well-established and reliable sales organization, at present selling lead pencils to general store trade through specialty salesmen, wishes to communicate with manufacturer desiring distribution for his product. Only lines that will appeal to retail grocers, druggists, stationery and general stores will be considered. Mid-Continent Pencil Co., Dept. 2, St. Louis.

Publishing Opportunity

Owner of well-established trade magazine finds other interests and previously established business engrossing too much of his time and is willing to make very favorable price and terms. This is a bona-fide opportunity for an alert man or group of men to establish themselves in a fine, going business in one of the best industries in America. Inquiries invited from responsible parties only. Address Box 814, Printers' Ink, Chicago Office.

WANTED—A GOOD MAN AND A LITTLE MONEY: A client in Chicago has the American rights to a product which is selling rapidly to building owners—apartments, hotels, clubs and homes—through architects and contractors. It is a product as revolutionizing as the disappearing bed, sells for less than \$100 per unit and has unlimited possibilities. He already has contracts for many of the most prominent buildings in the United States. But he needs a good man to handle the business management from the office—to relieve him for selling. He also needs at least \$10,000 to finance the business. The spending of this money will be under the direction of the man who puts it in—not for stock or to pay bills priorly contracted. The business that has visible profits of at least \$75,000 the first year. He does not want the money without the man. This is worth immediate investigation by anybody who is ready to start in a going business. A liberal proprietary interest in the company goes with the deal. Information gladly furnished. Address your inquiry to The E. T. Sadler Company, Tribune Tower, Chicago.

Advertising Agency, established for many years, is anxious to expand and will sell interest to live wire man or will consider combining with another agency of equally good standing. Address Box 795, Printers' Ink.

RAPID WRITING SYSTEM

Copyright, plates and copies of book teaching simplest, easiest-to-learn shorthand or speed writing for business, advertising men, lawyers, preachers, students, etc. Box 790, Printers' Ink.

HELP WANTED

TECHNICAL COPY WRITER, preferably one who has had Engineering schooling and practical engineering experience. Agency experience a valuable asset. Box 801, Printers' Ink.

Copy Writer—\$5200

With one of New York's leading Agencies. Experienced, under 35, Protestant. SEE Mr. Lowen, Vocational Bureau, Inc., 110 W. 40th St., New York.

Wanted: Experienced newspaper advertising man on leading paper with circulation over 110,000 in Middle Western city of 240,000. Must be aggressive, practical copy writer and of clean moral habits. Married man preferred. Send complete details concerning your ability, references, sample of your work and salary expected. Box 791, Printers' Ink.

OUTDOOR ADVERTISING MAN with a success record can make extremely satisfactory connection on Local sales with old-established paint and poster company in one of the largest cities. Experience, good character, good references, and desire for permanent connection, more vital than knowledge of big city selling. Write Box 804, Printers' Ink.

We have a position open for an advertising solicitor capable of developing and selling feature sections and special editions. The newspaper is leader in Middle Western city with over 110,000 circulation. Do not want a commission man. This is a straight salary proposition and man capable of filling the job can secure very fine remuneration. Send complete details of your ability, sample of work, etc. Address Box 792, Printers' Ink.

PRINTING PLANT ESTABLISHED 15 YEARS WITH ADVERTISING DEPT.

Open for a high-powered selling man with good following only. This is a splendid opportunity for the right man. Your letter will be held in strict confidence. Box 802, Printers' Ink.

Wanted—General Promotion, Sales and Advertising Manager for Industry Trade Bureau. Experienced in editorial work, supervising department help, creator of ideas and printed materials to improve business policies. Box 811, Printers' Ink.

PATENT MEDICINE ADVERTISER

An old line Proprietary Medicine House, established thirty-five years and putting out full line of Home Remedies desires the services of a man experienced in writing and placing Medicine Advertising. State age, experience and salary expected. Box 796, Printers' Ink.

ASSISTANT TO ADVERTISING MAN-

AGER of large retail clothing store chain. Must have thorough knowledge of printing, estimates, cuts, layouts, etc. This position requires man capable of handling vast detail work and follow-up. Exceptional opportunity for advancement. State experience and salary desired. Address Box 805, Printers' Ink.

Wanted—Young man for the Advertising Department of a large manufacturer. Must have a knowledge of engravings, paper, printing, direct mail advertising, etc. Also ability to create and write direct mail advertising. A knowledge of farmers and small town dealers will be helpful. Moderate salary and opportunity to grow. Give exp. and complete details in letter. Also send samples of work. Box 797, P. I.

ADVERTISING SALESMAN

To sell a complete publicity service for a chain of important commercial radio stations. He must be thoroughly experienced in selling advertising, particularly to the advertiser and his agent. He must be a man of outstanding personality, excellent education a wide-awake individual who realizes that the field of commercial broadcasting is unlimited. To such a man an attractive and extremely profitable proposition will be made. Write giving detailed experience. Communications held in strict confidence. Address Box 794, Printers' Ink.

Daily and Sunday newspaper in Metropolitan City, overnight from New York, has excellent opportunity for live man in Advertising Department who can assist local retail merchants in merchandising problems, advertising copy and all forms of similar service. Salesmanship ability not entirely a requisite. This is not an advertising solicitor's position, but a place for a man who can become valuable in the Advertising Department because of the service he can give to the retail merchant. Good salary for right man. An excellent opportunity for advancement. Write fully stating age and experience. All communications will be held strictly confidential. The John Budd Company, 9 East 37th Street, New York City.

POSITIONS WANTED

Young advertising man now conducting successful advertising agency in Middle West seeks advertising connection. Interested in advertising manager's position, agency or sales connection. Ample references as to reliability, experience and performance. Well grounded in all phases of advertising and selling work. Address Box 813, Printers' Ink.

Advertising Executive—Several years agency experience, also manufacturing and general commercial work. Four years sales manager, machinery manufacturer. Box 793, Printers' Ink.

Seeks connection with small agency or manufacturer. Handling Visuals, Copy, Layouts and Production. Also Direct Mail. Three years' experience—Christian—college trained. Box 806, Printers' Ink.

Production Manager for publication, agency or large corp. Wide adv. exp. Copy; layout; typography; direct advertising; skilled—A to Z—in all mechanics of publishing and advertising. Box 800, P. I.

NEW YORK COPY WRITER

University trained and agency experienced. Prefers half-time connection. He now spends afternoons writing for firm doing over twenty million yearly. Box 810, P. I.

Trade Paper Man with 10 years' selling experience, now acting as assistant editor for old-established trade paper, would like to associate with a publication where opportunity is not limited. Box 812, P. I.

Assistant Editorship trade or class magazine. Can get, write news, features; re-write; copy-read; handle trade research; follow markets. Diversified experience during and since college; adaptable; 26 years old; American stock. Satisfactory references. Box 807, Printers' Ink.

Sales Promotion and Advertising Man seeks connection with future. Executive experience. Twelve years' general business training—advertising, sales, office management, accounting, correspondence. Two years agency. Age 30, married, now employed. Box 808, Printers' Ink.

ADVERTISING ASSISTANT

Has had advertising agency experience in all departments. Recently assistant for well-known men's furnishing stores in New York, in charge of direct mail department. Position either in New York or out of town considered. Box 803, P. I.

PRODUCTION MAN

with five years' experience handling engraving, electrotyping, printing and composition. Good type and mechanical layout man. Thoroughly experienced in agency routine and practice. Age 25. Now employed with New York agency. Box 798, Printers' Ink.

Available COPY CHIEF

of the FLORIDA TIMES-UNION

An executive of our service department. An expert at layouts. A versatile copy writer covering everything from paper napkins to palatial yachts. Productive copy that gets over big to the big crowd.

In addition to his newspaper experience, he has had advertising agency, department store and men's wear advertising experience. He is in the early thirties, married, one child. The newspaper, agency, manufacturer, or retail store that secures his services will, in our estimation, be fortunate. Conditions over which neither he nor we have any control make his services available. Address

J. M. ELLIOTT
"Florida Times-Union"
Jacksonville, Florida

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This is not a large advertising agency. But it serves large accounts. *Armour & Company* — Doña Castile and Luxor Toiletries. *Fansteel Products Company* — Balkite Radio Power Units. *Alfred Decker & Cohn* — Society Brand Clothes. The advertising of these, our three principal clients, is as different as their products. And, more to the point, it is advertising that is successful.



The JOHN H. DUNHAM *Company*
Advertising
TRIBUNE TOWER
CHICAGO

The Chicago Daily Tribune

has more circulation

~ in the City

~ in the Suburbs

~ in the Country

and, of course, more total circulation
than
any other Chicago daily newspaper

A. B. C. six months' average for the period ending March 31, 1926; Standard Rate & Data Service, June, 1926

Newspaper	Total	City	Suburban	Country
American	488,492	395,035	40,435	53,022
Herald-Examiner..	383,936	250,460	31,693	101,783
Daily News.....	401,671	349,643	29,300	22,559
The Tribune.....	700,443	415,335	117,954	167,154

THE Book of Facts, published originally in 1918 by The Chicago Tribune and each year revised and brought up to date, analyzes and details the circulation of The Tribune. A complete picture of where The Tribune goes and with what interest it is received is given in this help to advertisers. Write today for a copy of the 1926 issue.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER
GROW WITH THE TRIBUNE IN 1926